

Design  
Div.

Catalog No. 21

RETURN TO  
DESIGN DIV.

# ZENCO QUALITY PRODUCTS

"Known the World Over"

BIRD AND PET SUPPLIES  
DOG AND CAT FURNISHINGS  
AND ACCESSORIES  
TROPICAL FISH SUPPLIES  
GOLDFISH SUPPLIES

RETURN TO  
DESIGN DIV.

**Zenith Novelty Co.**

720 BROADWAY, NEW YORK, N. Y.

RETURN TO  
DESIGN DIV.

Importers • Manufacturers • Exporters  
WHOLESALE ONLY



## IMPORTANT INFORMATION

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**TERMS**—Cash with order unless you are satisfactorily rated in Dunn's and Bradstreets or furnish at least three satisfactory well known trade references.

**C. O. D. SHIPMENTS WILL BE MADE ONLY WHEN 25% DEPOSIT ACCOMPANIES ORDER.**

All shipments are strictly F.O.B. New York City, or factory, except Zenco Dog Remedies, which are delivered free.

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**SHIPMENTS**—To avoid unnecessary delay give shipping instructions. Unless such instructions accompany orders we will use our own judgment, shipping the best way known to us. It is not advisable to ship glassware or fragile merchandise via Parcel Post.

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When merchandise is ordered for shipment via Parcel Post be sure to allow for postage, as otherwise shipment will be made by express which may be more expensive. Be sure to send enough postage: if too much, excess will be refunded; if too little, shipment will be made by express and postage sent will be refunded.

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**CLAIMS**—Special care is exercised at all times in our packing, and our experienced help insures a minimum possible breakage under all conditions. Therefore, **NO ALLOWANCES CAN BE MADE FOR BREAKAGE.** All shipments are made for your account and risk and our responsibility ends when we receive a good order receipt from the carriers. All claims for damages must be made within 24 hours to the transportation companies and not with us. At request we will be glad to help press claims on your behalf. All other claims must be made to us not later than five days after receipt of merchandise or they will not be honored. Before throwing away packing materials examine carefully every little bit, to make sure it does not contain some small article.

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**GENERAL**—Since we continually acquire new numbers, we welcome your inquiries on items not in this catalog which may have come to your attention.

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**WE DO NOT BREAK STANDARD PACKAGES.  
THE STANDARD PACKING OF EACH ITEM IS ONE DOZEN PER  
PACKAGE UNLESS OTHERWISE INDICATED  
BY OUR PRICE LIST**

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*Known the World Over, Our Reputation is Built On Quality and Value.*

# ZENCO

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*Greets you with*

**QUALITY**

**PRICE...**

**VARIETY**

**SERVICE**

**QUALITY**—Zenith Novelty Co. manufactures, imports and distributes merchandise of proven quality. All items are exactly as represented in this catalog.  
A ZENCO PRODUCT IS A QUALITY PRODUCT.

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**PRICE**—Zenith Novelty Co. endeavors at all times to quote the lowest possible prices on all items, so as to enable its customers to meet all competition successfully and realize a handsome profit.  
**SAVE MONEY—BUY ZENCO.**

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**VARIETY**—Zenith Novelty Co., through its world-wide connections, assures its customers the most up-to-date merchandise and most complete line at all times. We lead in designing and producing new models.  
**KEEP UP-TO-DATE WITH ZENCO.**

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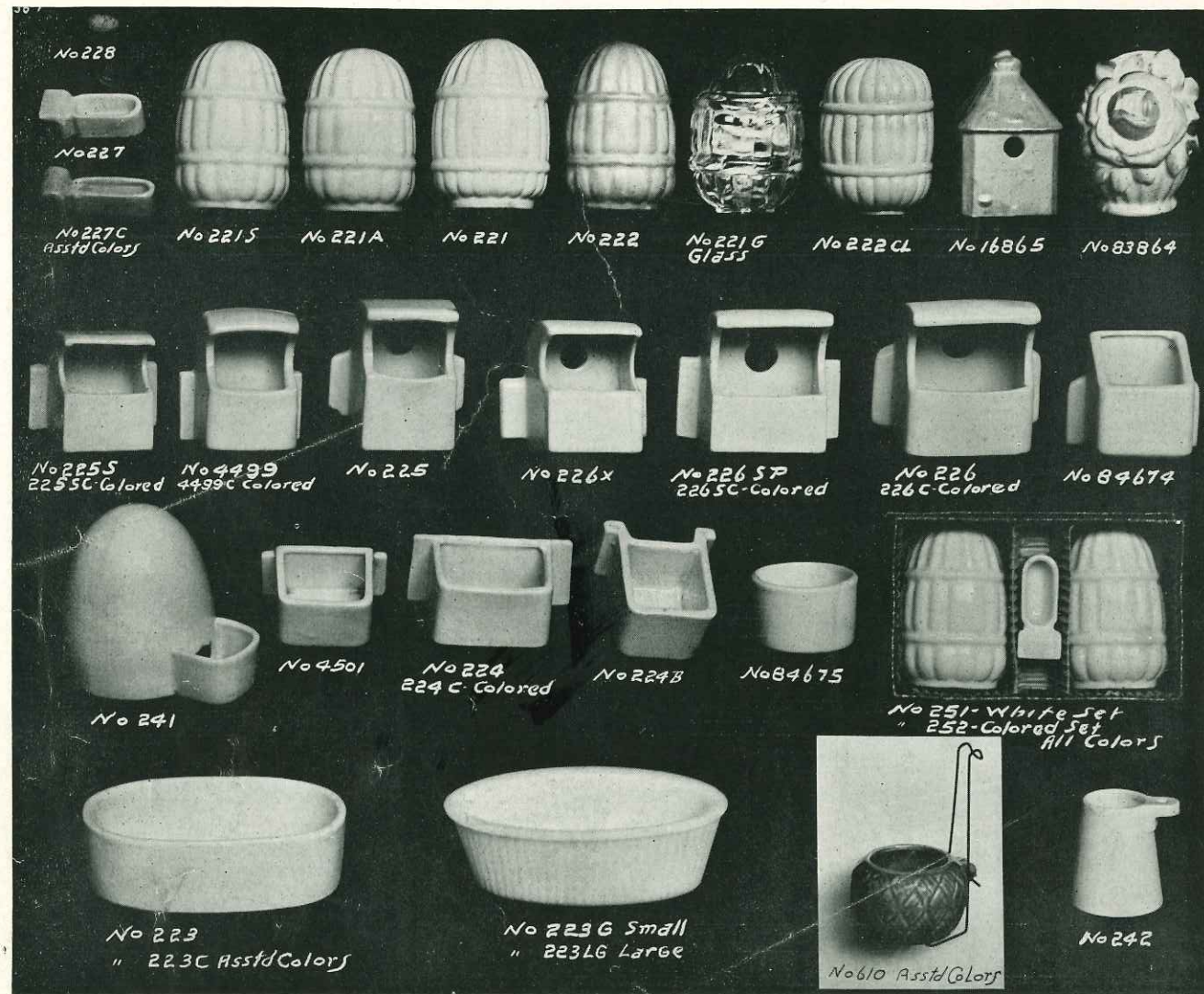
**SERVICE**—We desire to be of service to all our customers and welcome your detailed inquiries. All Orders receive prompt and efficient attention.  
**OUR AIM—THE ZENITH OF SERVICE.**

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*You are cordially invited to visit our showrooms.*



## BIRD CUPS



No.					
228	Artificial (China) Canary Nest Eggs	610	Japanese Cups with Hooks, Assorted Colors		
227	White China Treat Cups	251	Set of 2 White Bird Cups, 1 Treat Cup		
227C	Colored Treat Cups, Assorted Colors	252	Set of 2 Bird Cups and One Treat Cup,		
221S	White Opal Bird Cups, China		Sets Available in All Colors		
221A	White Opal Bird Cups, China	239	Parrot Cup (See Page 5)		
221	White Opal Bird Cups, China, Large				
222	Colored China Bird Cups, Colors:—Green, Black, Red, Ivory, Tan, Blue, Yellow, Orchid				
221G	Glass Bird Cups, Crystal (clear)	225S	White	Front	Back
222CL	Celluloid Bird Cups, Assorted Colors	225SC	Green or Black	1 1/4	2 1/2
16865	Pagoda Cup, Outside, Assorted Colors	4499	White	1 1/4	2 1/2
83864	Discontinued	4499C	Green or Black	1 1/4	2 1/2
84675	Round Egg Cup, 2 Inch Diameter, 1 1/4 Inches High	225	White	1 1/4	2 1/2
223	White Oval China Bath, 5 Inches Long	226X	White	1 1/4	3
223C	Same as No. 223 Except Assorted Colors	226SP	White	2 1/4	3 1/2
223G	Opal Glass Bath—4 1/2 Inches Long	226SC	Green or Black	2 1/4	3 1/2
223LG	Opal Glass Bath, Large, 5 1/2 Inches Long	226	White	2 1/2	3 1/4
241	Bird Fountains, White China—Holds Large Quantity of Water for Aviaries or Weekends—3 1/2 Inches High, 2 1/4 Inches Diameter, with One Inch Water Cup	226C	Green or Black	2 1/2	3 1/4
242	Cup for Small Wood Carrying Cages				

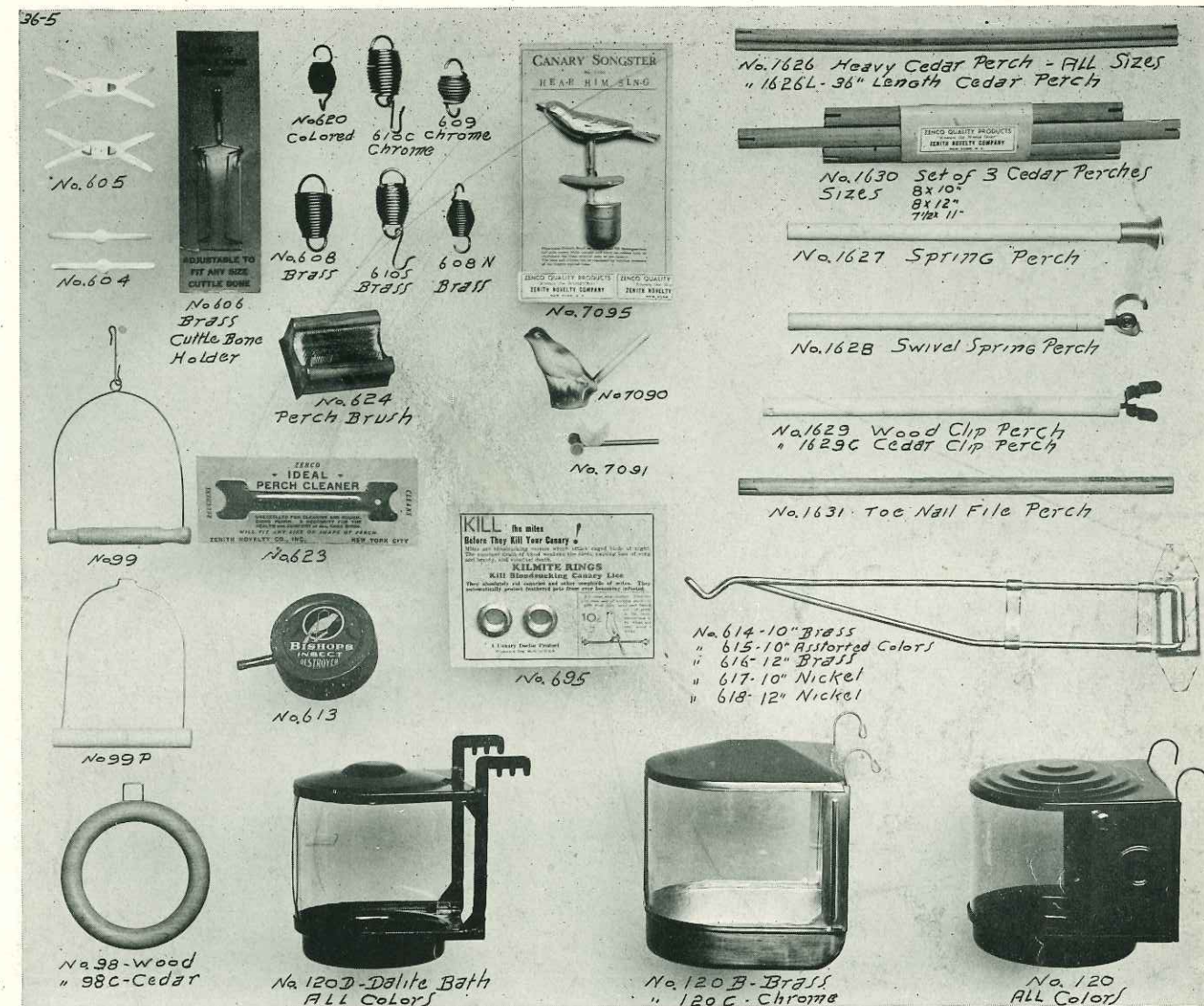
## Canopy (Hooded) Cups

	Front	Back	Height
225S White	1 1/4	2 1/2	2 1/4
225SC Green or Black	1 1/4	2 1/2	2 1/4
4499 White	1 1/4	2 1/2	2 1/2
4499C Green or Black	1 1/4	2 1/2	2 1/2
225 White	1 1/4	2 1/2	2 1/2
226X White	1 1/4	3	2 1/2
226SP White	2 1/4	3 1/2	2 1/2
226SC Green or Black	2 1/4	3 1/2	2 1/2
226 White	2 1/2	3 1/4	2 3/4
226C Green or Black	2 1/2	3 1/4	2 3/4

## Square Open Cups

	Front	Back	Height
84674 White Spec. Cup	1 1/4	2 1/4	2 1/2
4501 Sm. White Cup	1 1/4	2 1/2	1 1/4
224 White Regular	2 1/4	3	1 1/2
224C Green or Black	2 1/4	3	1 1/2
224B Spec. White for Bamboo Cages	1 1/4	2 1/4	1 3/4

## BIRD CAGE ACCESSORIES



No.			
98	Round Wooden Swings with Holder	695	Kilmitte Rings, Kill Canary Lice (Also See Page 5 for Swings equipped with Kilmitte Rings)
98C	Round Cedar Swings with Holder	7090	Warbler Canary Whistle, Water Type
99	Swings with Hook	7091	Discontinued
99P	Swings, No Hooks	7095	Songster Metal Whistle, Water Type
99C	Cedar Swings, No Hooks (See Illust. Pg. 5)	1626	Heavy Cedar Perch, Sizes 7 1/2-8-9-10-11-12 Inches
504	Single Cuttlebone holders, through type	1626L	Heavy Cedar Perch, 36 Inch Lengths
605	Double Cuttlebone holders, around type	1627	Coil Spring Perch, Round Wood
606	Brass Cuttlebone Holders, With Card	1628	Swivel Spring Clip Perch, Round Wood
608	Heavy Brass Spring, Short	1629	Spring Clip Perch, Round Wood
608N	Special Brass Spring, Short	1629C	Spring Clip Perch, Heavy Cedar
609	Short Chrome Spring	1630	Set of Three Cedar Perches, Two Short and One Long; Sets—A, Two 8 Inch One 10 Inch; B, Two 8 Inch One 12 Inch; C, Two 7 1/2 Inch One 11 Inch
610S	Solid Brass Spring with Hook, Regular	1631	Toe Nail File Perch, Top Smooth Wood, Bottom Emery
610C	Chromium Spring with Hook	120D	Discontinued—Use No. 119 and No. 120 below
620	Short Colored Springs, Green, Red, Black	119	Celluloid Outside Bird Baths. Colors: Green, Black, White, Red, Yellow (See Illust. Page 5)
613	Filled Louse Powder Guns	120	Outside Baths—Colors: Green, Black, Ivory, White, Red, Yellow, Blue, Gold, Silver, Orange
614	10 Inch Brassed Brackets	120B	Brass Outside Baths
615	10 Inch Assorted Colored Brackets on Cards. Colors: Green, Ivory, Brass, Nickel	120C	Chrome Outside Baths
616	12 Inch Brassed Brackets		
617	10 Inch Nickeled Brackets		
618	12 Inch Nickeled Brackets		
623	Zenco Ideal Perch Scraper, Cleans and Roughens		
624	Opera Perch Brush		



## BREEDING &amp; MISCELLANEOUS SUPPLIES, HONEY BELLS



- No. 228 Artificial (China) Canary Nest Eggs
- No. 611 Inside Wire Nest with Clamp, Heavy Wire Mesh
- No. 611N Inside Wire Nest with Special Hook, Heavy Wire Mesh
- No. 612 Inside Wire Nest with Swivel, Heavy Wire Mesh
- No. 621 Outside Wire Nest
- NH Bulk Nesting Hair, Best Quality, Light or Dark
- NHD Best Quality Dark Nesting Hair in Boxes
- NHL Best Quality Light Nesting Hair in Boxes
- CP Combination Cellophane Package, Containing One Nest Pad, Two Nest Eggs, and Nesting Hair
- BCP Combination Large Box Package, Containing One Nest Pad, Nesting Hair and Two Nest Eggs
- P Nest Pads in Bulk, Fit All Nests, Packed in Bundles of 100
- NP Nest Pads, Two in Printed Glassine Envelope
- 629 Replaced by No. 629B below
- 629B New small bullet shape Honey Cake with tin back, not wrapped. (See illustration Page 5)

- 6300 Three No. 629 Honey Rolls in Cellophane Envelope
- 626 Large Tin Back Honey Cakes, Cellophane Wrapped
- 628 Bell Shaped Honey Roll with Gong Bell, Cellophane Wrapped
- 625 Large Honey Roll, Bell Shaped, with Bell, Cellophane Wrapped
- 627 Discontinued
- 635 Crushed Oyster Shells for Birds
- 636 Charcoal for Birds
- 690 Best Grade Gravel Paper, 9 Sheets per Package, Sizes: 10 inch and 11 inch Circle, 8 x 11, and 9 x 12 Rect.
- 691 Best Grade Gravel Paper, 12 Sheets per Package, Sizes: 10, 11, and 12 Inch Circle, 8 x 11, 9 x 12, 10 x 13 Rect.

## Bird and Pool Nets, Made in U. S. A.

- 700 8 Inch Flat Front Net, 36 Inch Handle.
- 701 10 Inch Flat Front Net, 36 Inch Handle.
- 702 12 Inch Flat Front Net, 36 Inch Handle.
- 703 14 Inch Flat Front Net, 36 Inch Handle.
- 704 16 Inch Flat Front Net, 36 Inch Handle.

## NESTING HAIR AND BIRD CAGE ACCESSORIES



- No. 637 Best quality light nesting hair, carefully selected and cleaned for breeding. Packed in large, attractive three color box with cellophane window.
- No. 638 Best quality dark nesting hair, carefully selected and cleaned for breeding. Packed in large, attractive three color box with cellophane window.
- No. 99C Cedar Swing. (Also see Wood Swings on Page 3 and Kilmite Swings below)
- No. 644 Bird Nail Nipper, scissors type, specially designed. Unexcelled for clipping bird toe nails, also for puppies and small dogs.
- No. 629B Small bullet shape Honey Cake with tin back which hooks between wires of bird cages. An excellent premium to give away with loose or package bird seeds. (Also see page 4 for complete line)
- No. 633 ZENCO TREAT SET—containing one treat cup and two No. 629B Honey Cakes. An attractive 3 color package with cellophane window.

- No. 224L White Rectangular open seed cup — extra long — front 2 7/8", back 3 7/16", height 1 5/16".
- No. 239 White Parrot Cup. Size 3 3/8" wide, 1 1/8" high, back 4 1/4".
- No. 119 Celluloid outside Bird Bath. Colors: Green, Ivory, White, Red, Black. Packed in assorted colors only.
- No. 615 Special 10 inch brackets on cards. Colors: Green, Ivory, Brass, Nickel.
- No. 698 Round Cedar Kilmite Swings with holder. (Free display card).
- No. 699 Straight Cedar Kilmite Swings with holder. (Free display card).
- No. XB Christmas Stocking for Birds, containing 5 pieces as follows: No. 628 Honey Bell with gong, No. 227 Treat Cup, No. 606 Brass Cuttlebone Holder, No. 7090 Bird Warbler Whistle, No. 623 Combination Perch Scraper and Cleaner. A REAL SPECIAL



## DOG REMEDIES, SOAPS, SHAMPOO, CATNIP TOYS



- No.
- R 4     **Zenco Worm Capsules**—Contains 12 Puppy Size Capsules for Hook and Round Worms—(Ascarids).
- R 7     **Zenco Worm Capsules.**—Contains 8 Dog Size Capsules for Hook and Round Worms—(Ascarids).
- R 6     **Zenco Tapeworm Tablets**—Contains 8 Tablets. For Puppies or Dogs.
- R 3     **Zenco Cod Liver Oil Capsules**—Contains 15 Capsules.
- R 8     **Zenco Combination Worm Treatment** — For Round, Hook and Tapeworms in Puppies.
- R 5     **Zenco Combination Worm Treatment** — For Round, Hook and Tapeworms in Grown Dogs.
- R 1     **Zenco Sulphur Tablets**—For Purifying the Blood and to Help in the Treatment of Skin or Coat Diseases or Ailments Induced to Any Extent by Overheated Blood.
- R 2     **Zenco Conditioner Tablets**—For Building Up the Appetite and Renewing the Vitality of Dogs or Cats. Highly Beneficial in Convalescence and to Stud Dogs, Breeding Females and Puppies.
- R 10    **Zenco Flea Killer**—2 oz. Package. Apply on Only One Spot on the Back of the Animal's Neck to Kill All Fleas. Will Also Kill Lice, Ticks and Bedbugs.
- R 15    **Zenco Flea Killer**—5 oz. Package. Otherwise Same as No. R 10
- 587    **Zenco Dog Soap**—A Fine Medicated Soap. Sure Death to Fleas and Lice. Leaves Coat Fluffy and Glossy. Odorizes.

- 588 **Kleenpet Dog Soap** — The Finest Quality Medicated Green Soap, Containing Palm Oil. Positively Kills Fleas and Lice. Each Cake Cellophane Wrapped, Packed in Attractive Box. Produces a Richer, Fluffy, Glossy Coat. Deodorizes.
- 586 **Zenco Shampoo** — An Unexcelled Shampoo Which Leaves the Hair Soft and Fluffy. Will Also Rid the Dog of Fleas and Lice. Deodorizes.

## Catnip Toys

- 594 **Zenco Catnip Play Toy With Bell** — The Most Amusing Catnip Toy Sold. A Healthful, Stimulating, Exerciser for Cats. Package Contains a Generous Portion of Catnip for Refilling the Ball. Attractive Package With Cellophane Window Insures Fast Sale.
- 576 **Zenco Catnip Mouse**—Grey. Each in Attractive Colored Box.
- 576C **Zenco Catnip Mouse**—Pastel Shades. Each in Attractive Colored Box.
- 581 **Zenco "Kitty Kat" Loose Catnip** — Best Quality Selected Catnip Leaves and Tops in Large Attractive Box.

## Bird Treat Set

- 633 Contains 2 Tin Back Honey Cakes and One Treat Cup. Attractive Box With Cellophane Window.

## RUBBER DOG TOYS AND MISCELLANEOUS ACCESSORIES



## Rubber Dog Toys

- No. 578 Rubber Dog Bone, Cellophane Wrapped  
578N Straight Rubber Bone, Cellophane Wrapped  
678N Straight Rubber Bone, Asst. Colors, U. S.  
679 Suregrip Rubber Bone, Specially Constructed to Insure a Firm Grip. U. S.  
675 Rubber Bone Containing a Bell Inside the Knuckle, Fun and Exercise to Owner and Dog; Cellophane Wrapped  
676 Scented Rubber Bones. U. S.  
600 Heavy Rubber Ring, Best Quality, U. S.  
600J Heavy Rubber Ring, Imported, Cello. Wrapped  
600T Light Rubber Ring, Imported, White Only  
601S Small Rubber Mouse With Metal Whistle, 2½"  
602SM White Rubber Mouse With Metal Whistle, Overall Length 6½"  
602 Rubber Mouse With Metal Whistle, White or Grey, Overall Length 7¼"  
602C Assorted Colored Mice, Blue, Red, Green, White, Overall Length 7¼"  
602L White Rubber Rat With Metal Whistle, Overall Length 8"  
602XL Large White Rubber Rat With Metal Whistle, Overall Length 8¾"  
602LC Discontinued. Use No. 602C Above  
672 Wow-ball, Meows, Diameter 3 Inches  
672S Smaller Wow-ball, Meows, Diameter 2½". (See Illustration Page 8)  
673 Solid Rubber Dog Ball, U. S., Diameter 2 Inches  
674 Scented Rubber Balls, U. S., Diameter 2 Inches

- 603DGRubber Pup Head With Whistle, in Cellophane  
603BS Rubber Pup Head With Bell, in Cellophane. (See  
Illustration Page 8)  
603LG Large Rubber Dog Head With Whistle, Diameter  
2 3/4", Each in Cellophane  
670 Baby Knatpns, With Special Meow Whistle  
671 Nips Kat, the Large Rubber Head That Meows

## Other Products

- 586 Zenco Dog Shampoo, Large Bottle, Best Quality  
587 Zenco Dog Soap, Sure Flea Killer, in Box  
588 Kleenpet Dog Soap, Medicated Flea Killer with  
Palm Oil; Cello Wrapped; Attractive Box  
589 Halfins Dry Wash, Small Size  
590 Halfins Dry Wash, Large Size  
580 Fleischmanns Yeast for Dogs, 5 lb. Kennel Size  
582 Fleischmanns Yeast for Dogs, 3½ oz. Cans  
583 Fleischmanns Yeast for Dogs, 8 oz. Cans  
584 Fleischmanns Yeast for Dogs, lb. Cans  
577 Real Dog Bones, Sanitary; Cellophane Wrapped.  
(See Illustration No. 577M, Page 11)  
577W Use No. 577 Above  
591 Dog Locks, Brass, Non-Rusting, High Grade  
592 Discontinued. (See No. 595, Page 11 for Other  
Dog Lock)  
640 Sulphur Cakes, Keep Dog's Water Pure, Healthy  
641 Identification Tube, For Dogs and All Purposes;  
With Name Sheet. (See Illus. Page 9)  
642 Discontinued. See Page 6 For Complete Line of  
Worm Remedies For Dogs.  
DG Feeding Dish, Small, Marked DOG, Diam. 5 in.  
CT Feeding Dish, Small, Marked CAT, Diam. 5 in.

676N mottled bones dz 1.00  
Rubber dogs dz 1.00



## DOG TOYS AND SUPPLIES

(Numerically Listed)



- |         |  |       |   |
|---------|--|-------|---|
| No. 575 | Rag Doll, Durable With Voice. A Real Gift for the Dog.                 | 688   | Rubber Bone With Braid. An Excellent Tug Toy and Exerciser  |
| 593S    | Catnip Toy Ball-Celluloid-Refillable. (Also See No. 594 Page 6)        | 689   | Heavy Rubber Ball With Metal Whistle, Ball 2½" Diameter   |
| 595     | Dog Padlock - High Quality - 2 Keys                                    | 24560 | Special Package of 5 Blades to Fit Duplex Dog Dresser   |
| 603BS   | Rubber Pup Head With Bell, In Cellophane                               | 24561 | Special Steel Comb on Card, Comb 4 x 1½", Finely Spaced Teeth   |
| 672S    | Junior Wow Ball, Meows; Diameter 2½"                                   | 24562 | Steel Comb With Wood Handle, Finely Spaced Teeth, Comb Size 4 x 1½", 4" Handle  |
| 677     | Jumbo Bone With Bell, Well Made, Scented. Loads of Fun                 | 24563 | Hammered Brass Comb With Coarse & Fine Steel Teeth, Polished Plated Finish. Size 6¼" x 1½"  |
| 680     | Dog-E-Treats. A Real, Healthy Treat For Your Dog. Contains No Sugar.   | 24564 | Special Double Comb, Hammered Brass, One Side Coarse, Other Side Fine Teeth, With Attractive Colored Wood Handle. Plated Finish, Steel Teeth. An Unusually Handy, Unsurpassed Comb. 3¼" Long, 2½" Wide, With 4" Wood Handle |
| 681     | Three Assorted Tug Toys, With Metal Whistle, About 6½" long            | 24544 | Dog Hair Clipper With Adjustable Tension Bolt   |
| 682     | Heavy Rubber Dog With Metal Whistle, About 6" Long, Cellophane Wrapped |       |   |
| 683     | Rubber Ball With Bell, Ball 2½" Diameter                               |       |   |
| 684     | Rubber Fish With Metal Whistle, About 4¾" Long, 2¼" Diameter           |       |   |
| 685     | Rubber Turtle With Metal Whistle, About 4½" Long, 3" Wide              |       |   |
| 686     | Leather Bone With Braid. An Excellent Tug Toy and Exerciser            |       |   |
| 687     | Rubber Ring With Braid. An Excellent Tug Toy and Exerciser             |       |   |

## Disinfectants

- |     |   |
|-----|---|
| R25 | Zenco Pine Oil Disinfectant—Keeps Dog's Living Quarters Sweet and Clean. Has Delightful Odor of Pines. Highly Germicidal. Available in 6 oz. Bottles and Gallons. |
| R30 | Zenco Kennel Disinfectant—Highly Germicidal, Very Economical. Kills Fleas and Insects. An Excellent Disinfectant. Available in 6 oz. Bottles and Gallons.         |

## DOG BRUSHES—COMBS—CATNIP TOYS—PULVEX PRODUCTS



## Catnip Items for Cats

- |         |  |
|---------|--|
| No. 576 | Zenco Catnip Mice—Each in Box—Grey   |
| 576C    | Zenco Catnip Mice—Each in Box—Pastel Colors                                |
| 576H    | Halfin's Catnip Mouse in Cellophane Envelope                               |
| 581     | Zenco "Kitty Kat" Loose Catnip—Best Quality                                |
| 593     | Catnip Toy—See No. 594 Below, Also No. 593S, Page 8                        |
| 594     | Catnip Play Toy—Wood Ball—Refillable, With Bell. (New Illustration Page 6) |

## Dog Brushes, Combs, Pluckers (Strippers), etc.

- |       |  |
|-------|--|
| 579   | Pet Brush—Air Cushion—Wire Bristles  |
| 585   | Dog Brush—White Bristle Set In Wood Back With Hand Strap   |
| 653   | Leather Bone for Dogs  |
| 24550 | Slicker Brush for Short Hair Dogs  |
| 24551 | Dog Rake, Wood Handle in Assorted Colors, Suitable for Long Haired Dogs                            |
| 24552 | Dog Brush—Air Cushion Rubber Set Wire Center—Black Bristle Edge—Hand Strap                         |
| 24553 | Double Brush—One Side Air Cushion Rubber Set Wire, Other Side White Bristle                        |
| 24554 | Double Brush Same Style as No. 24553 Except Larger and With Black Bristle                          |
| 24555 | Air Cushion Rubber Set Wire Brush One Side Only  |
| 24556 | Steel Comb—Polished Plated Finish With Fine and Coarse Teeth, Rounded Points. 6¼" Long by 1½" Wide |

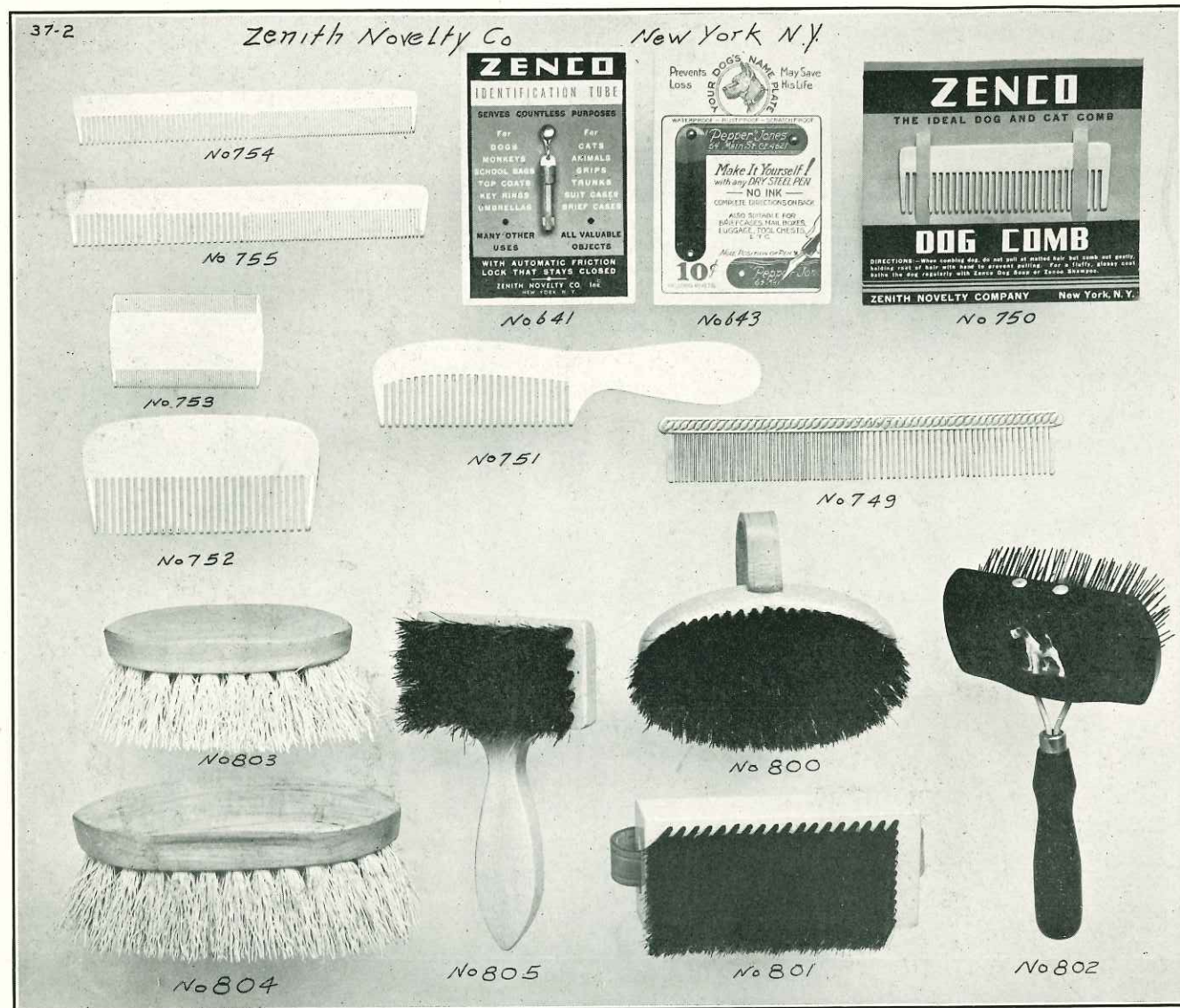
Dog Remedies—Flea Powder—Pulvex Products  
(Also See Page 7 For Other Guaranteed Remedies)

- |       |   |
|-------|---|
| 24557 | Steel Comb With Handle—Rounded Teeth  |
| 24558 | Duplex Dog Dresser With Blade   |
| 24559 | Set of 5 Duplex Blades for Duplex Dog Dresser   |
| 24560 | Special Package of 5 Blades to Fit Duplex Dog Dresser                                   |
| 658   | Discontinued—Use No. R 10 and R 15 Flea Killer  |
| 659   | Page 6 — Guaranteed to Kill All Fleas on Dogs   |
| 660   | When Applied on Only One Spot on Back of Dog's Neck                                     |
| 654   | Pulvex Combination Treatment Worm Capsules—Specify Puppy Size or Dog Size When Ordering |
| 655   | Pulvex Flea Powder  |
| 656   | Pulvex 6-Use Dog Soap (Large)   |
| 657   | Pulvex Canary Louse Powder  |
| 661   | Pulvex Dry Cleaner  |
| 662   | Pulvex Kurmaige   |
| 663   | Pulvex Cough Medicine   |
| 664   | Pulvex Cold Tablets   |
| 665   | Pulvex Laxative Tablets   |
| 666   | Pulvex Flea Soap (Small)  |
| 667   | Pulvex Pine Oil Disinfectant  |
| 668   | Pulvex Sorex  |

See Page 6 For Additional Guaranteed Dog Remedies  
See Pages 8 and 10 For Additional Combs and Brushes



## DOG COMBS—BRUSHES (Domestic)—IDENTIFICATION TUBES and NAMEPLATES



## Dog Combs

- No. 749 Special Comb,  $7\frac{1}{2} \times 1\frac{1}{4}$ ", Wire Teeth, Half Fine-Half Coarse Spacing
- No. 750 Aluminum Comb on Card, Comb Size  $4 \times 1\frac{1}{4}$ ", Heavy Teeth
- No. 751 Aluminum Handle Comb,  $7\frac{1}{2} \times 1\frac{1}{2}$ ", Heavy Teeth
- No. 752 Aluminum Comb, Special Back, Heavy Teeth, Size  $4\frac{1}{2} \times 2\frac{1}{4}$ "
- No. 753 Aluminum Comb, Fine Teeth on Both Sides, Size  $2\frac{1}{2} \times 1\frac{1}{4}$ "
- No. 754 Aluminum Comb, Half Fine and Half Coarse Teeth, Size  $6\frac{1}{2} \times 1$ "
- No. 755 Aluminum Comb, Half Fine & Half Coarse Teeth, Size  $6\frac{1}{2} \times \frac{7}{8}$ "

## Dog Brushes (Domestic)

- No. 800 Oval Block,  $4\frac{1}{2} \times 2\frac{1}{2}$ ", Natural Lacquer Finish With Leather Hand Strap; Filling-Grey Tampico Center With Black China Bristle Border.
- No. 801 Hardwood Block,  $5\frac{1}{2} \times 2\frac{1}{2}$ ", Natural Lacquer Finish With Leather Handstrap Fastened Endwise With Brass Screws, Stiff, Black, Slanting, China Bristles.

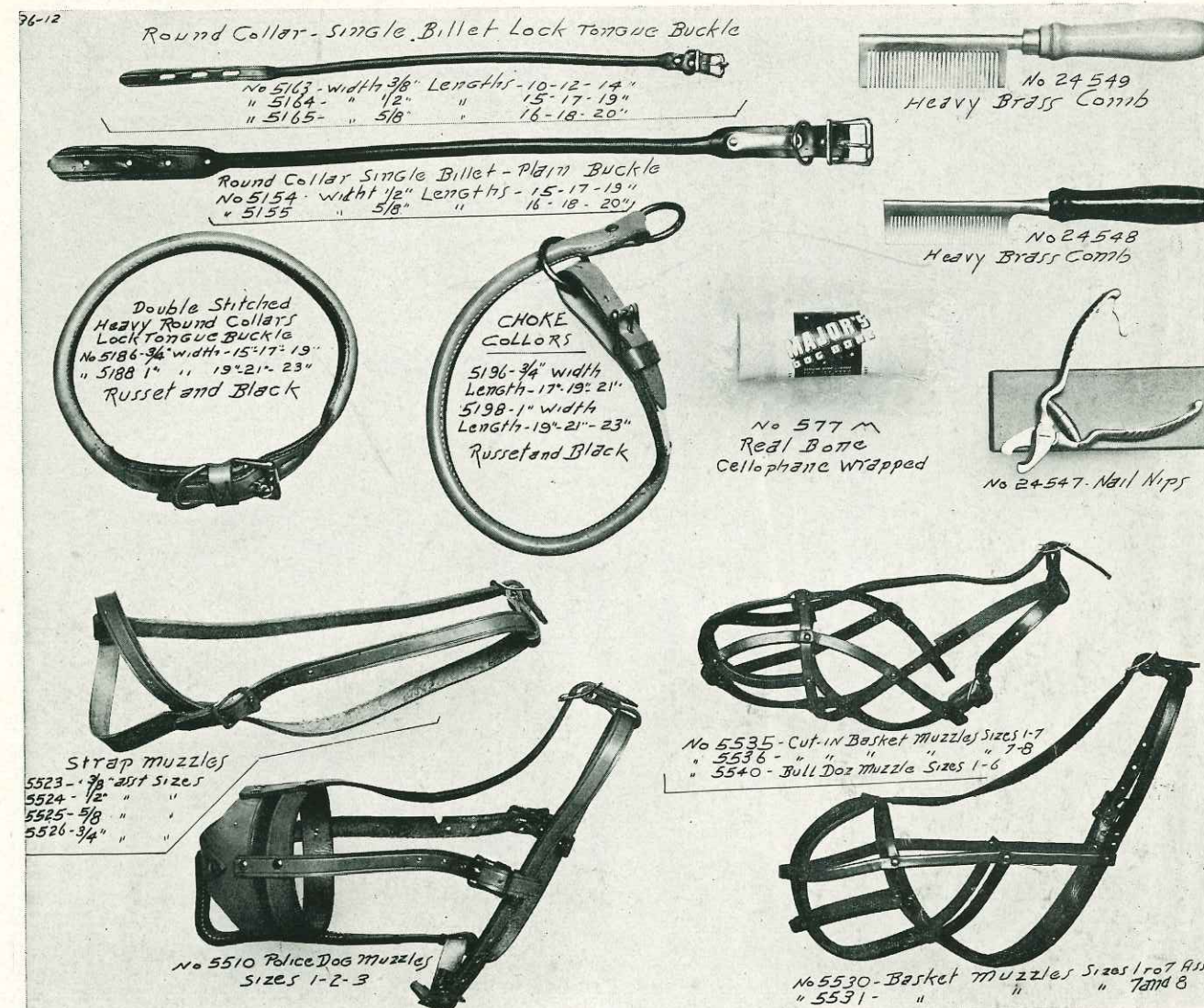
- No. 802 Black Metal Pins Set In Red Cushion Rubber, Mounted on Shaped Hardwood Block  $4\frac{1}{4} \times 2\frac{1}{2}$ " With 4" Handle. Black Lacquer Finish With Dog Decalcomania
- No. 803 Scrubbing Brush, Small, Rice Root Fibre Set in  $4\frac{1}{2} \times 1\frac{1}{4}$ " Polished Block
- No. 804 Scrubbing Brush, Large, Rice Root Fibre Set in  $6" \times 2\frac{1}{2}"$  Polished Block
- No. 805 Special Handle Brush Heavily Filled With Grey Tampico Bristles. An Unexcelled All Purpose Brush, With Attractive Dog Branded in Block

## Identification Tube and Nameplate

- No. 641 Identification Tube, For Dogs and All Purposes: With Name Sheet; Each On Card
- No. 643 Dog's Name Plate, "Make It Yourself" With a Dry Steel Pen. Waterproof, Rustproof, and Scratch-proof, Complete With Two Rivets.

Also See Pages 8 &amp; 9 For Additional Combs &amp; Brushes

## ROUND COLLARS AND CHOKES, MUZZLES, MISCELLANEOUS



## ROUND COLLARS &amp; CHOKES

## Round Collars—Plain Buckle—Single Billet

Colors: Russet, Black, Red, Green

- No. 5153 Width  $\frac{3}{8}$  Inch, Lengths 10, 12, 14 Inches
- No. 5154 Width  $\frac{1}{2}$  Inch, Lengths 15, 17, 19 Inches
- No. 5155 Width  $\frac{5}{8}$  Inch, Lengths 16, 18, 20 Inches

## Round Collars—Lock Tongue Buckle—Single Billet

Colors: Russet, Black, Red, Green

- No. 5163 Width  $\frac{3}{8}$  Inch, Lengths 10, 12, 14 Inches
- No. 5164 Width  $\frac{1}{2}$  Inch, Lengths 15, 17, 19 Inches
- No. 5165 Width  $\frac{5}{8}$  Inch, Lengths 16, 18, 20 Inches
- No. 5166 Width  $\frac{3}{4}$  Inch, Lengths 17, 19, 21 Inches

## Solid Round Leather Collars &amp; Chokes, Solid Cast Dee, Heavy Brass Nameplate, Double Leather Stitched Billet, Lock Tongue Buckle

- No. 5186 Width  $\frac{3}{4}$  Inch, Lengths 15, 17, 19 Inches, Russet and Black
- No. 5188 Width 1 Inch, Lengths 19, 21, 23 Inches, Russet and Black
- No. 5196 Choke, Width  $\frac{3}{4}$  Inch, Lengths 17, 19, 21 Inches, Russet and Black
- No. 5198 Choke, Width 1 Inch, Lengths 19, 21, 23 Inches, Russet and Black

## MUZZLES

## Adjustable Strap Muzzles, Russet Only

- No. 5523 Width  $\frac{3}{8}$  Inch, Assorted Sizes, For Small Dogs
- No. 5524 Width  $\frac{1}{2}$  Inch, Assorted Sizes, For Medium Dogs
- No. 5525 Width  $\frac{5}{8}$  Inch, Assorted Sizes, For Medium Large Dogs
- No. 5526 Width  $\frac{3}{4}$  Inch, Assorted Sizes, For Large Dogs

## Basket Muzzles, Including Bulldog Style

- No. 5530 Riveted Joints, Sizes 2, 3, 4, 5, 6
- No. 5531 Riveted Joints, Sizes 7 and 8
- No. 5535 Cut Through and Riveted Joints, Sizes 1, 2, 3, 4, 5, 6, 7
- No. 5536 Cut Through and Riveted Joints, Sizes 7 and 8
- No. 5540 Bulldog Muzzle, Cut Through and Riveted Joints, Sizes 1, 2, 3, 4, 5, 6

## Police Dog Muzzle

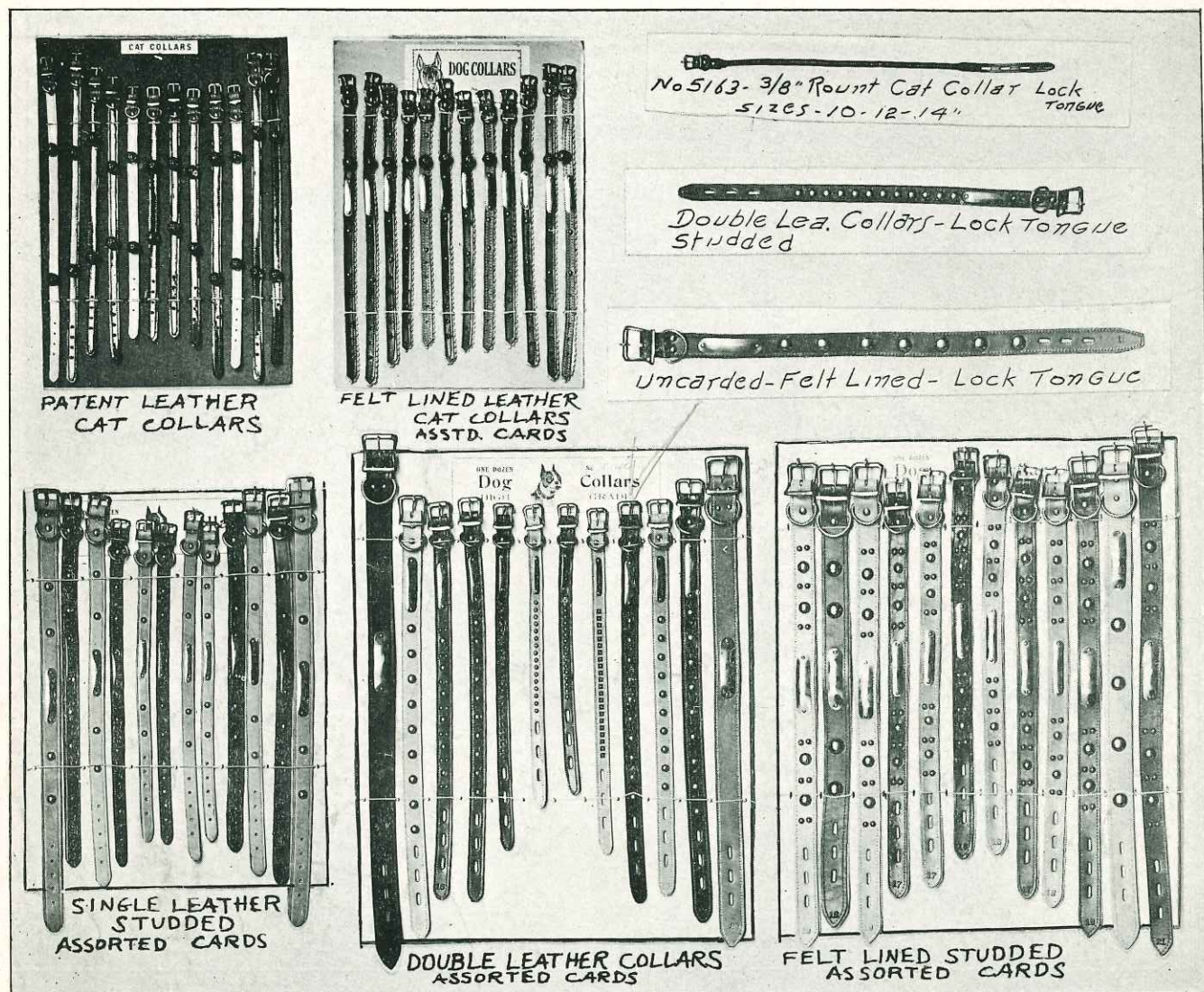
- No. 5510 Best Quality Muzzle, Sizes 1, 2, 3

## MISCELLANEOUS SUPPLIES

- No. 24545 Nail Clipper For Dogs, Guaranteed Finest Quality
- No. 644 Nail Clipper For Puppies and Birds. Guaranteed Finest Quality
- No. 24547 Duplex Nail Nip, Each in Box
- No. 24548 Heavy Solid Brass Comb with Wood Handle
- No. 24549 Heavy Solid Brass Comb with Wood Handle, Large
- No. 577M Real Bone for Dogs, Sanitary, Cellophane Wrapped



## DOG AND CAT COLLARS



## CARDED DOG AND CAT COLLARS

## Cat Collars, Assorted Colors

No.	
5101	Felt Lined, No Bells, Lengths 9, 11, 13"
5103	Felt Lined, One Bell, Lengths 9, 11, 13"
5104	Felt Lined, Two Bells, Lengths 9, 11, 13"
5105	Patent Leather, With Two Bells, Lengths 9, 11, 13"
5106	Patent Leather, With One Bell, Lengths 9, 11, 13"
5107	Patent Leather, No Bells, Lengths 9, 11, 13"

## Dog Collars, Unlined, Studded

5110	Widths 1/2 and 3/4 Inch, Assorted Sizes and Colors, Plain Buckle
5115	Widths 3/8, 1/2, and 1 Inch, Assorted Sizes and Colors, Lock Tongue Buckle
5119	Width 1 1/4", Assorted Sizes, Russet and Black, Lock Tongue Buckles, Sizes 19, 21, 23"

## Dog Collars, Felt Lined, Studded

5120	Widths 1/2 and 3/4 Inch, Assorted Sizes and Colors, Plain Buckle
5130	Widths 3/8, 1/2, and 1 Inch, Assorted Sizes and Colors, Lock Tongue Buckle
5102	Widths 1/2 and 3/4 Inch, 6 Felt Lined, 6 Unlined, Assorted, Plain Buckles

## Double Leather Collars, Lock Tongue Buckle

5140	Width 1/2" to 1" Assorted Sizes and Colors
5144	Width 1/2" Assorted Lengths and Colors
5149	Width 1 1/4" Assorted Lengths, Russet Only

## UNCARDED COLLARS, LOCK TONGUE BUCKLE

(See Page 11 for Additional Round Collars)

## Round Cat Collar with Lock Tongue Buckle

5163	Colors—Russet, Black, Red, Green Width 3/8 Inch, Lengths 10, 12, 14 Inch
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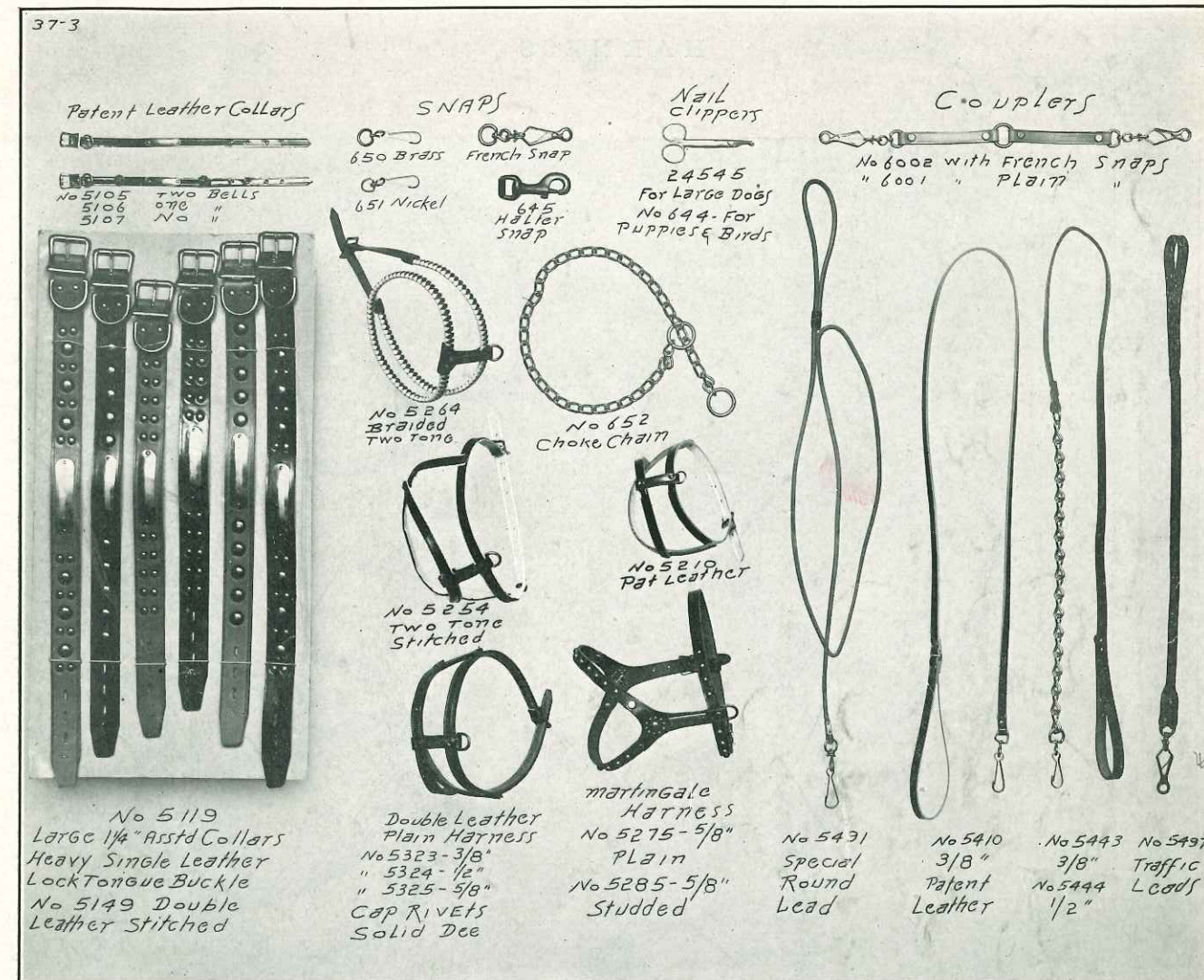
## Dog Collars, Felt Lined Studded

5134	Width 1/2 Inch, Lengths 12, 14, 16 Inch
5135	Width 3/8 Inch, Lengths 13, 15, 17 Inch
5136	Width 1/4 Inch, Lengths 15, 17, 19 Inch
5138	Width 1 Inch, Lengths 17, 19, 21 Inch

## Double Leather Studded Collars, (No. 5178P Unstudded)

5174	Width 1/2 Inch, Lengths 12, 14, 16 Inch
5175	Width 3/8 Inch, Lengths 13, 15, 17 Inch
5176	Width 1/4 Inch, Lengths 14, 16, 18 Inch
5178	Width 1 Inch, Lengths 17, 19, 21 Inch
5178P	Width 1 Inch, Lengths 17, 19, 21 Inch

## ASSORTED DOG FURNISHINGS



## Collars

5105	Patent Leather Cat or Dog Collar—Best Grade Patent Leather—Assorted Colors With 2 Bells—1 Dozen on Card
5106	Same as No. 5105, Except 1 Bell
5107	Same as No. 5105, Except No Bells
5119	Large 1 1/4" Cowhide Single Leather Collars—Heavy Best Grade Leather—Lock Tongue Buckle—Studded—Russet and Black—Sizes 19, 21, 23—Six on Card
5149	Large 1 1/4" Double Leather Stitched Collars, Lock Tongue Buckle, Studded, Russet Only, Size 18, 20, 22, Six on Card

## Harness and Choke Chains

5264	Braided Two Tone Harness, Colors: Red and Black, White and Black, Brown and Black, Sizes: 18, 20, 22 (Use Leads 5425 to Make Matching Sets)
5254	Two Tone Chamois Lined Harness, 1/2" Leather, Lined With Contrasting Color of Chamois, Cap Riveted, Sizes 18, 20, 22
5210	3/8" Patent Leather Harness, Assorted Black, Russet, Tan, Sizes: 14, 16, 18, (Use Lead 5410 to Make Matching Sets)
5323	Double Leather Harness, 3/8", Cap Riveted, Solid Dee, Colors: Black, Russet, Red, Green, Sizes: 16, 18, 20. AN OUTSTANDING VALUE
5324	Double Leather Harness, 1/2", Cap Riveted, Solid Dee, Colors: Black, Russet, Red, Green, Sizes: 19, 21, 23. AN OUTSTANDING VALUE
5325	Double Leather Harness, 3/8", Cap Riveted, Solid Dee, Colors: Black, Russet, Red, Green, Sizes: 22, 24, 26
5275	Martingale Harness, Plain Single Leather, Adjustable. Colors: Russet, Black, Red, Green. Width 3/8". Sizes: 22, 24, 26

5285	Martingale Harness, Fancy Studded, Single Leather, Cap Riveted. Colors: Russet, Black, Red, Green. Width 3/8". Sizes: 22, 24, 26
652	Choke Chains, Heavy Nickel Plated, Well Made. Sizes: 18, 20, 22, 24

## Leads and Couplers

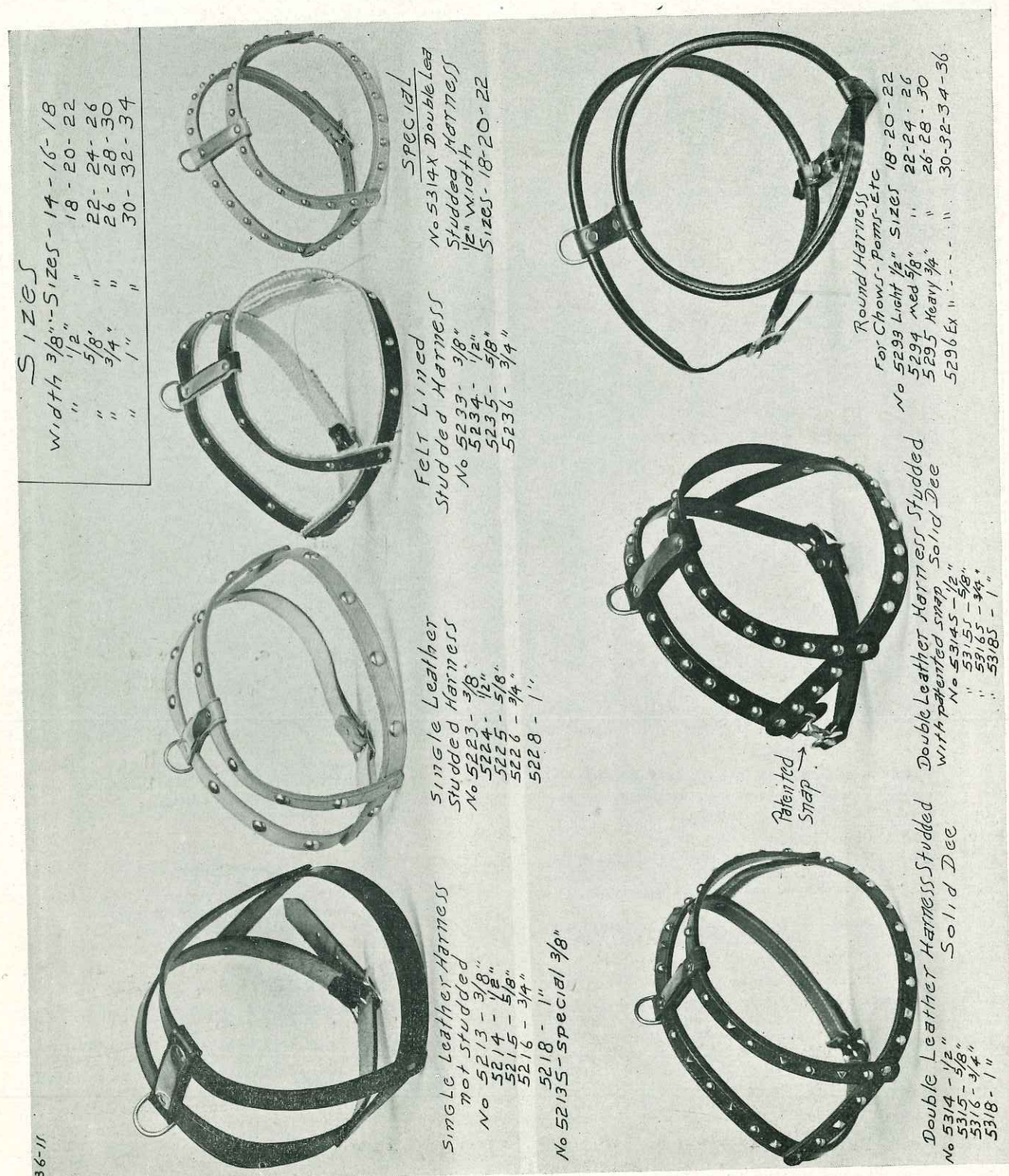
5491	Round Machine Belting, Assorted Colors. 1 Dozen to Package, 54" Long, Swivel Snap
5410	3/8" Patent Leather Lead, Swivel Snap. Colors: Black, Tan, Russet, 48" Long. Colors to Match Harness No. 5210
5443	3/8" Half Chain Lead. Colors: Russet, Black, Red, Green. Assorted. 48" Long
5444	1/2" Half Chain Lead. Colors: Russet, Black, Red, Green. Assorted. 48" Long
5497	Traffic Lead with French Snap, 3/4" Leather, 24" Long. Colors: Russet, Black, Red, Green
6001	Dog Couplers, Swivel Snaps, 1/2 Inch Flat Leather, 14 Inches Long
6002	Dog Couplers, French Snaps, 1/2 Inch Flat Leather, 14 Inches Long

## Nail Clippers—Snaps

24545	Nail Clipper for Dogs, Guaranteed Finest Quality
644	Nail Clipper for Puppies and Birds, Guaranteed Finest Quality
645	Brassed Halter Snap
646	French Snaps 3/8"
647	French Snaps 1/2"
648	French Snaps 3/4"
649	French Snaps 1/2"
650	Brassed Swivel Snap
651	Nickel Swivel Snap



## HARNESSES



## HARNESSES

## Unlined Plain Harness

- No.  
5213 Width  $\frac{3}{8}$  Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green  
5213X Width  $\frac{3}{8}$  Inch, Lengths 14, 16, 18 Inches; Colors: Russet and Black; SPECIAL  
5214 Width  $\frac{1}{2}$  Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green  
5215 Width  $\frac{5}{8}$  Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green  
5216 Width  $\frac{3}{4}$  Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black  
5218 Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black  
5210 Width  $\frac{3}{8}$  Inch, Lengths 14, 16, 18 Inches; Patent Leather

## Unlined Studded Harness

- 5223 Width  $\frac{3}{8}$  Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green  
5224 Width  $\frac{1}{2}$  Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green  
5225 Width  $\frac{5}{8}$  Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green  
5226 Width  $\frac{3}{4}$  Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black  
5228 Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black

## Felt Lined Studded Leather Harness

- 5233 Width  $\frac{3}{8}$  Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green  
5234 Width  $\frac{1}{2}$  Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green  
5235 Width  $\frac{5}{8}$  Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green  
5236 Width  $\frac{3}{4}$  Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black

## Our Special — Double Leather Studded Harness

- 5314X Width  $\frac{1}{2}$  Inch, Lengths 18, 20, 22 Inches; Colors: Russet and Black Only  
5315X Width  $\frac{5}{8}$  Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green

## Double Leather Harness, Plain, Best Quality, with Solid Cast Dee and Cap Riveted Joints

- 5323 Double Leather Harness  $\frac{3}{8}$  Inch; Colors: Russet, Black, Red and Green; Sizes: 16, 18, 20  
5324 Double Leather Harness  $\frac{1}{2}$  Inch; Colors: Russet, Black, Red and Green; Sizes: 19, 21, 23  
5325 Double Leather Harness  $\frac{5}{8}$  Inch; Colors: Russet, Black, Red and Green; Sizes: 22, 24, 26

## Double Leather Studded Harness, Best Quality Solid Cast Dee, Cap Riveted Joints

- 5313 Width  $\frac{3}{8}$  Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green  
5314 Width  $\frac{1}{2}$  Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green  
5315 Width  $\frac{5}{8}$  Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green  
5316 Width  $\frac{3}{4}$  Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black  
5318 Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black

## Double Leather Studded Harness, With Patent Snap, Solid Cast Dee, The Only Harness That Can Be Taken Off And Put On Without Disturbing The Buckle Setting — Snaps On — Snaps Off

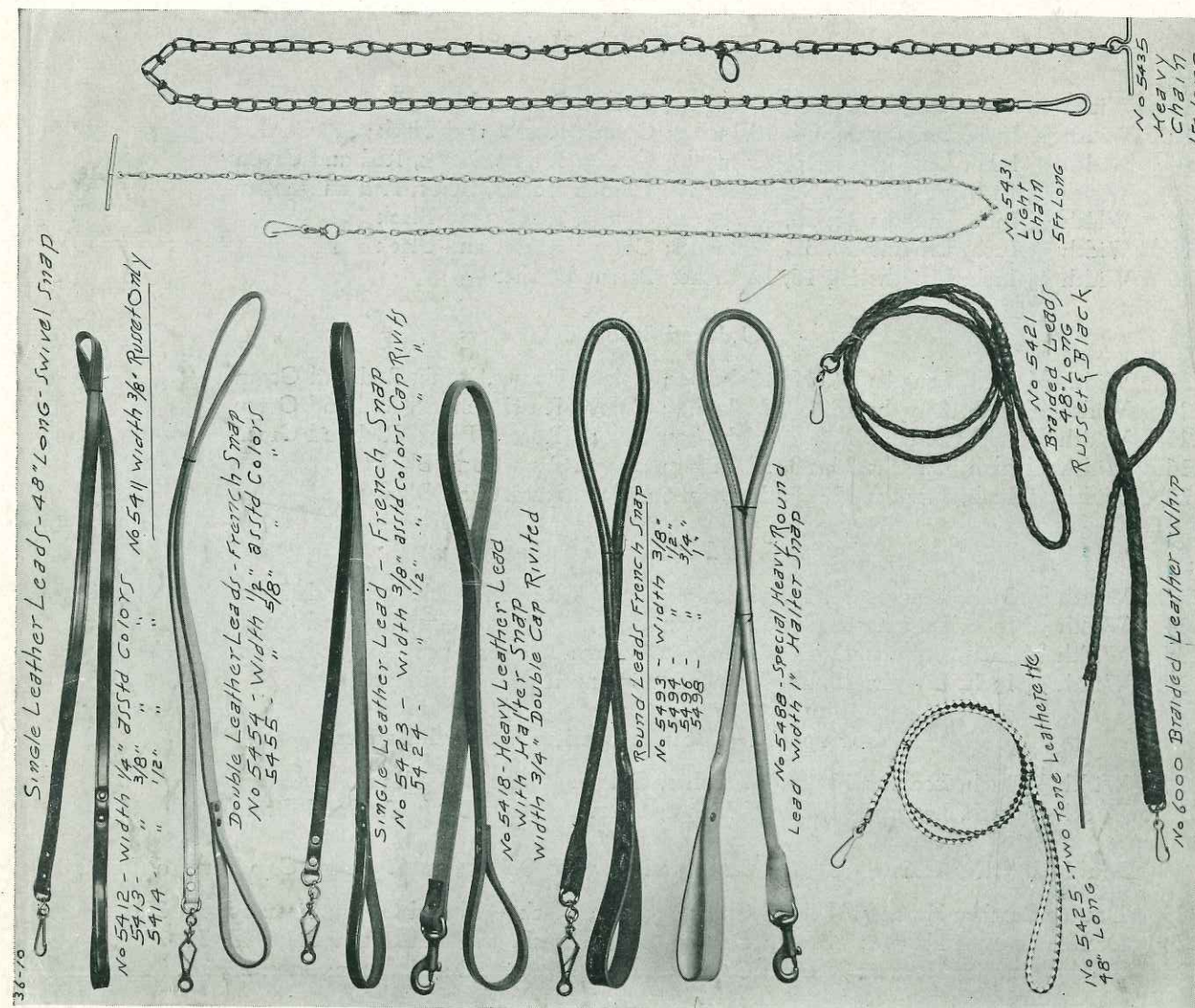
- 5314S Width  $\frac{1}{2}$  Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green  
5315S Width  $\frac{5}{8}$  Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green  
5316S Width  $\frac{3}{4}$  Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black  
5318S Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black

## Round Harness for Chow and Police Dogs, Poms, Pekingese, etc.

- 5293 Light, Size  $\frac{1}{2}$  Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green  
5294 Medium, Size  $\frac{5}{8}$  Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green  
5295 Heavy,  $\frac{3}{4}$  Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black  
5296 Extra Heavy, Lengths 30, 32, 34, 36 Inches; Colors: Russet and Black



## LEADS — CHAINS — WHIPS



Flat Leather Lead With Swivel Snap  
Colors - Russet, Black, Red, Green

- | No.  | Colors - Russet, Black, Red, Green                         |
|------|--|
| 5412 | Width $\frac{1}{4}$ Inch, Length 48 Inches                 |
| 5413 | Width $\frac{3}{8}$ Inch, Length 48 Inches                 |
| 5414 | Width $\frac{1}{2}$ Inch, Length 48 Inches                 |
| 5415 | Width $\frac{5}{8}$ Inch, Length 48 Inches                 |
| 5411 | Width $\frac{3}{8}$ Inch, Length 48 Inches, Russet Only    |
| 5410 | Width $\frac{3}{8}$ Inch, Length 48 Inches, Patent Leather |

Flat Leather Lead With French Snap—Cap Rivets  
Colors - Russet, Black, Red, Green

- 5423 Width  $\frac{3}{8}$  Inch, Length 48 Inches  
5424 Width  $\frac{1}{2}$  Inch, Length 48 Inches

Flat Leather Lead With Halter Snap—Cap Rivets  
Colors - Russet, Black, Red, Green

- 5417 Width  $\frac{5}{8}$  Inch, Length 48 Inches, Russet Only  
5418 Width  $\frac{3}{4}$  Inch, Length 48 Inches, Russet Only

### Double Leather Leads With French Snap—Cap Rivets

- 5454 Width  $\frac{1}{2}$  Inch, Length 48 Inches  
5455 Width  $\frac{5}{8}$  Inch, Length 48 Inches

Solid Round Leather Leads With French Snap  
Colors - Russet, Black, Red, Green

- 5493 Width  $\frac{3}{8}$  Inch, Length 48 Inches, Cap Riveted  
5494 Width  $\frac{1}{2}$  Inch, Length 48 Inches, Stitched  
5496 Width  $\frac{3}{4}$  Inch, Length 48 Inches, Stitched  
5498 Width 1 Inch, Length 48 Inches, Stitched

**Solid Round Leather Leads With Halter Snap**  
Colors - Russet, Black, Red and Green

- |      |  |
|------|--|
| 5486 | Width $\frac{3}{4}$ Inch, Length 48 Inches, Stitched |
| 5488 | Width 1 Inch, Length 48 Inches, Stitched             |

### Round Braided Leads With Swivel Snap

- 5421 Braided Leather, Russet and Black, 48 Inches Long  
5425 Two Tone Leatherette, 48 Inches Long

## Chains

- 5431 Light Chain, Cadmium Finish, 5 Feet Long  
5435 Heavy Bulldog Pattern, Bright Finish, 6 Feet Long.

## Whips and Couplers

- 6000 Braided Leather Whip, Swivel Snap, Russet Only  
6001 Dog Couplers, Swivel Snaps, ½ Inch Flat Leather,  
14 Inches Long, (See Illustration Page 13)  
6002 Dog Couplers, French Snaps, ½ Inch Flat Leather,  
14 Inches Long, (See Illustration Page 13)

## DOG SWEATERS AND BLANKETS



- SW Knitted Cotton Dog Sweater Trimmed with White Stripes. Colors: Green, Red, Navy. Sizes: 12, 14, 16, 18. Size 10 Also Carried in Stock if Desired. EXCLUSIVE WITH ZENITH NOVELTY CO.

- SW3 100% All Wool Dog Sweaters, Attractively Striped.  
Colors: Green, Red, Navy, Brown. Sizes: 10, 12,  
14, 16, 18, 20

- SW4 Brushed Dog Sweater, Part Wool, Attractively Trimmed with Contrasting Color, with Dog Emblem. A Very Unusual Value. Sizes: 12, 14, 16, 18. Colors: Green, Gray, Red, Asstd. EXCLUSIVE WITH ZENITH NOVELTY CO.

- SW5 Heavy All Wool Knitted Dog Sweater, With Best Quality American Made Zipper, and All Wool Chest Protector. Custom Tailored. Trimmed with Attractive Contrasting Striping. Colors: Red, Green, Navy, Brown. Sizes: 10, 12, 14, 16, 18, 20

- SW6 100% Highest Quality Worsted Knitted Dog Sweater  
With Best Grade American Zipper, All Wool Chest  
Protector, Custom Tailored. Undoubtedly the  
Finest Dog Sweater Sold. Trimmed with Attractive  
Contrasting Two Tone Striping. Colors: Red,  
Green, Navy, Brown. Sizes: 10, 12, 14, 16, 18, 20

- SW8 ZENCO Heavy Pioneer Part Wool Knitted Dog Sweater with Zipper, Attractively Striped. Colors: Red, Green, Navy. Sizes: 10, 12, 14, 16, 18, 20. The Lowest Priced Zipper Sweater Sold. A Super Value. EXCLUSIVE WITH ZENITH NOVELTY CO.

- BL Heavy Woolen Blanket, Plain and Scotch Plaid Materials, Bound in Attractive Colors, Colored Enamel Slide Buckle with Four Button Snaps to Match. Buttons Across the Chest and is Double Breasted. Sizes: 10, 12, 14, 16, 18, 20.

- BL5 Heavy Woolen Blanket with Collar, Scotch Plaid and Plain Woolens, Best Grade Material, Bound in Attractive Colors, Colored Enamel Slide Buckle with Four Button Snaps to Match. Buttons Across Chest, and is Double Breasted. Sizes: 10, 12, 14, 16, 18, 20.

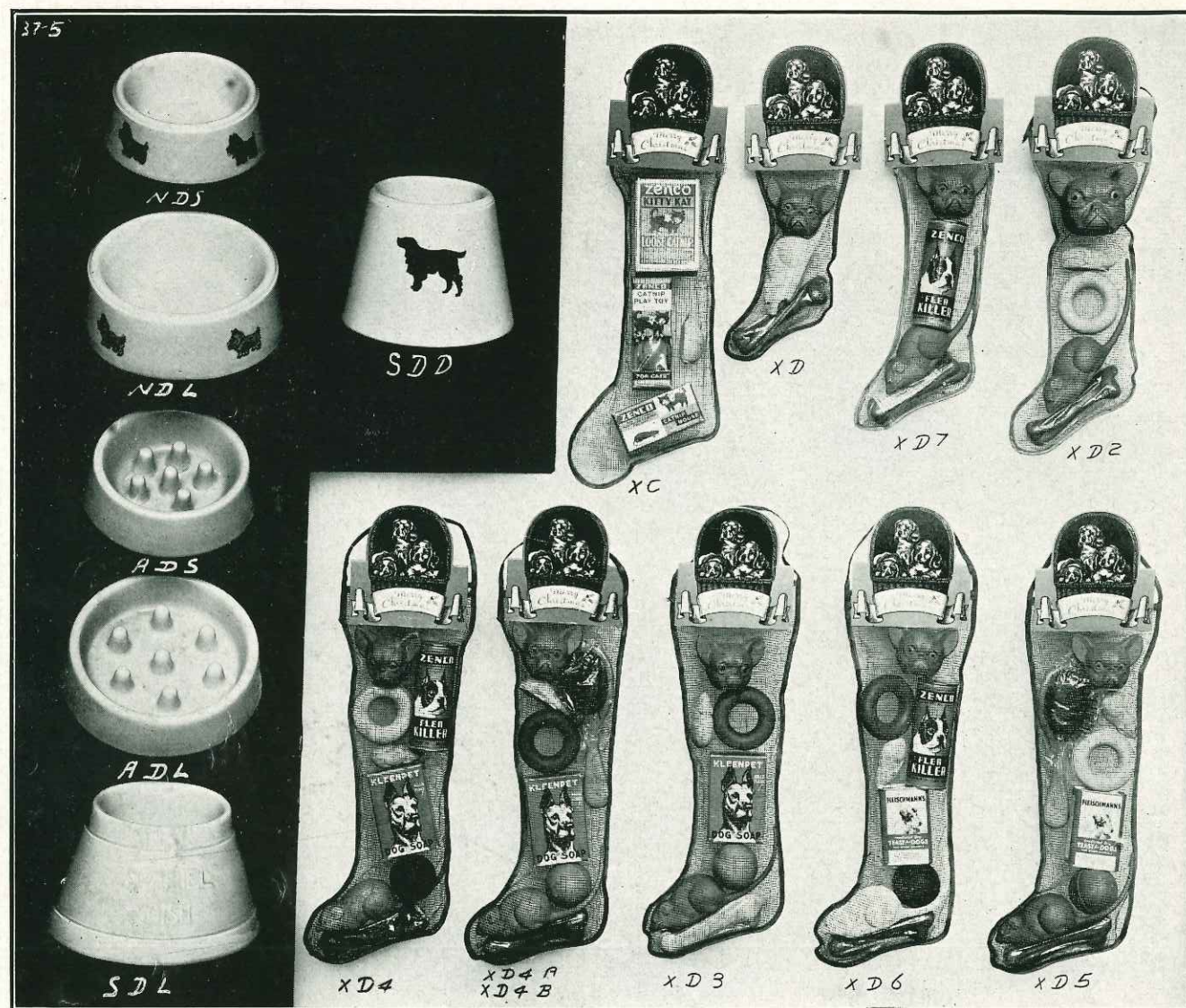
- BL2 Rubberized Cloth (Waterproof) Blankets with Collar, Scotch Plaid and Plain Designs, Slide Enamel Buckle, Two Button Snaps, Trimmed in Smart Contrasting Colors. Sizes: 10, 12, 14, 16, 18

- BL3 Plain Woolen and Scotch Plaid Blankets, Bound in Attractive Colors with Colored Enamel Buckle and Two Button Snaps That Button Across Chest. This Blanket Lighter Weight Than No. BL. Sizes: 10, 12, 14, 16

- BL4 Lightweight Blanket, Asstd. Colors. Slide Buckle and Two Button Snaps. Sizes: 10, 12, 14, 16



## DISHES AND CHRISTMAS STOCKINGS FOR DOGS AND CATS



- XC Christmas Stocking for Cats, Containing 4 Pieces No. 594 Catnip Play Toy, No. 576 Catnip Mouse, No. 581 Loose Catnip and No. 601S Small Rubber Mouse.
- XD Christmas Stockings for Dogs Containing Three Rubber Toys No. 578, No. 602L, No. 603DG
- XD2 Christmas Stocking for Dogs, Containing Five Rubber Toys No. 601S, No. 602L, No. 600, No. 578, No. 603LG
- XD3 Christmas Stocking for Dogs, Containing 7 Pieces as Follows: No. 601S, No. 602L, No. 603DG, No. 578, No. 600, No. 673, No. 588
- XD4 Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 601S, 602L, 603DG, 578, 600, 673, 588, R10 Zenco Flea Killer
- XD4A Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 601S, 602L, 603DG, 578, 600, 673, 588, 582 Fleischmann's Yeast
- XD4B Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 601S, 602L, 603DG, 578, 600, 673, 588, 24555 Dog Brush
- XD5 DeLuxe Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 602L, 603DG, 578, 600, 673, 24555, 582 Fleischmann's Yeast, No. 601S
- XD6 DeLuxe Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 602L, 603DG, 578, 600, 673, 582, R10 Zenco Flea Killer, No. 601S
- XD7 ZENCO Special 4 Piece Christmas Stocking for Dogs Containing 4 Pieces as Follows: No. R10 Zenco Flea Killer, 675 Bone with Bell, 603DG Puphead, & 602C Colored Rubber Mice. Wholesale Value of Contents Above \$3.90 dz. Specially Priced at \$3.60 dz. Stockings Complete with Attractive Christmas Card.
- NDS Dog Dish, Beautifully Decorated, 2 1/2" High, Top 6" Diameter, Bottom 7" Diameter
- NDL Dog Dish, Beautifully Decorated, 2 1/4" High, Top 7 1/2" Diameter, Bottom 8 1/2" Diameter
- SDD Spaniel Dog Dish, Attractive Finish, Decorated with Spaniel, 5 1/4" High, Top 5" Diameter, Bottom 8" Diameter
- ADS Antigulping Dish, Prevents Dog From Gulping Food, Patented. Assorted Colors. Size: 2" High, Top 6 1/4" Diameter, Bottom 7 1/4" Diameter.
- ADL Antigulping Dish, Large. Size: 2" High, Top 7 7/8" Diameter, Bottom 8 3/4" Diameter. Asst. Colors
- SDL Large Spaniel Dish, 5 1/4" High. Top 5 1/2" Diameter, Bottom 8 3/4" Diameter. Assorted Colors.

## GOLD AND TROPICAL FISH FOODS, TONICS, PURIFIERS, TURTLE FOOD



## Fish Foods in Boxes

- No. 500 Zenco Tropical Fish Food—World Famous
- 550 Mrs. Halfins Tropical Fish Food
- 552 Zenco Dried Daphnae, Best Quality
- 555 Zenco Infusoria Producer—Large Box—For Best Growth of Newly Born Baby Fish
- 555S Zenco Infusoria Producer, Small Box
- 555W Welkes Infusoria Producer, For Baby Fish
- 556 Zenco Shrimp—A Natural Food For All Fish
- 559 Discontinued. Use No. 500 Above.
- 568 Reliance Fish Food—Fine, Medium, Coarse
- 570 Longlife Fish Food—Large Box—Assorted Sizes
- 570S Longlife Fish Food—Small Box—Assorted Sizes
- 571 Micrograin—Unexcelled For Baby Fish
- 572 Longlife Salmon Eggs—For All Fish
- 573 Longlife Clameal—For All Fish
- 574 Longlife Shrimpmeat—For All Fish
- 597 Zenco Grofast—Dried Insects
- 598 Hygrade Fish Food—Small Can—Assorted Sizes
- 599 Hygrade Fish Food—Large Can—Assorted Sizes

## Purifier Balls, Tonics and Salts, Turtle Foods, Misc.

- 106X Purifier Antiseptic Ball in Unprinted Bag
- 106SP Special Puradisk Ball, A Quality Purifier
- 106 Highest Grade Puradisk Water Purifier Ball, Made of Select Chemicals with Our Own Special Formula Which Has Never Been Successfully Copied. Contains the World Famous Zenco Fungus Remedy and Fish Tonic.

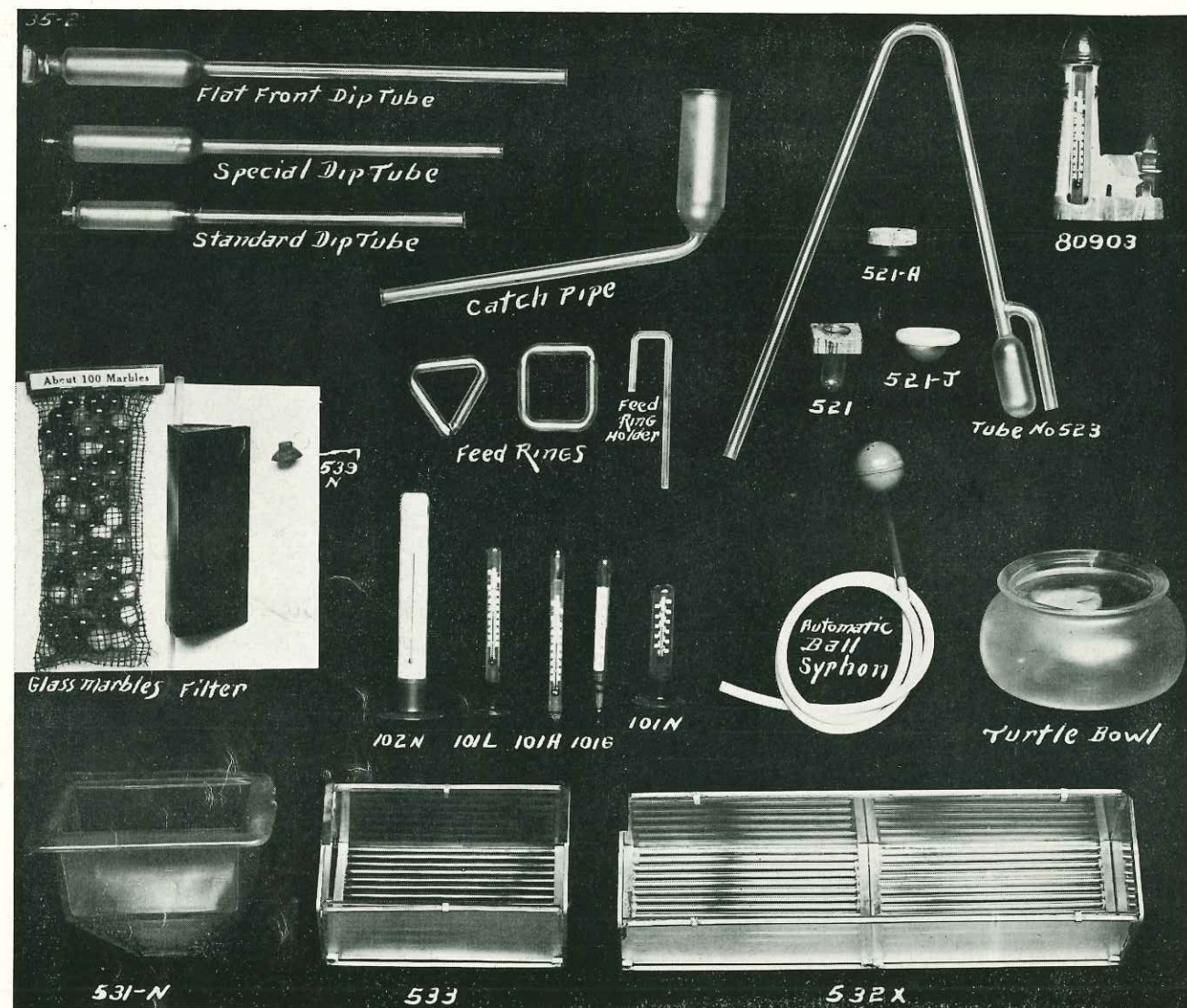
## Bulk Foods

- Dried Daphnae—Best Imported Grade
- Ant Eggs—Best Quality
- Dried Shrimp
- Tropical Fish Food, Medium Size
- Pink Flake Fish Food
- Dried Flies
- Turtle Food
- Natural Fish Food

- 108 Zenco Acid (pH6.6-6.8) Ball for Breeding Egg Layers. Corrects Acidity of Aquarium Water.
- 554 Zenco Fungus Remedy and Fish Tonic—Cures Sick Fish—Keeps All Fish Healthy—Known The World Over as the World's Best
- 554S Same as No. 554 Except Smaller Package
- 554L Zenco Fungus Remedy—7 Pound Bags
- 113 Zenco Natural Fish Food in Large Boxes
- 114 Discontinued. Use No. 115 Below
- 115 Ant Eggs, Best Quality, in Attractive Tins
- 557 Zenco Turtle Food in Attractive Tins—Undoubtedly the Best Mixture Sold
- 565 Zenco Turk Island Sea Salt—A Natural Sea Product Containing Minerals Found in the Ocean. The Best Tonic for All Fish; It Hardens Them Insuring Longer Life and Less Sickness.
- 565S Same as No. 565 Except Smaller Box
- 566 Zenco Aquarium Gravel—2 Pound Boxes
- 567 Tropi-rock—Porous Rock Purifier
- 567B Tropi-rock in Bulk



## GLASSWARE FOR TROPICAL AND GOLDFISH AQUARIUMS



## Aquarium Thermometers

- No. 101A U. S. 5" Floating Thermometer, Black Scale with White Markings, Very Legible and Accurate
- 101G Imported 5" Floating Thermometers
- 101S Suction Thermometers, Hold Anyplace, for Aquariums and All Purposes (See Illustration Page 22). Black Scale with White Markings
- 101L U. S. 5" Standing Thermometers, Bottom Type, Same Scale as No.101A
- 101N U. S. 3 3/4" Standing Thermometer, Bottom Type, Black Scale with White Markings
- 102N U. S. 7" Standing Thermometer, Bottom Type,
- 80903 Castle with 5" Built-In Thermometer, Similar to No. 101A. Exclusive with Zenith Novelty Co.

## Feeding Rings

- |       |  |
|-------|--|
| 513   | Small Glass Sealed Feed Ring 2" Square or Triangle |
| 514   | Med. Glass Sealed Feed Ring 2½" Square or Triangle |
| 514C  | Med. Celluloid Feed Ring 2½" Square or Triangle    |
| 515   | Large Glass Sealed Feed Ring 3" Square or Triangle |
| 515C  | Large Celluloid Feed Ring 3" Square or Triangle    |
| 515AL | Extra Large Glass Sealed Feed Ring, 4x6" Rectangle |

## Worm Feeders

- 521 Glass Worm Feeder with Cork, Made in U. S.  
521A Celluloid Worm Feeder and Cork, Made in U. S.  
521 J Colored Celluloid Worm Feeder, Imported  
551 Basket Type All Celluloid Worm Feeder. (See Page  
24 For Illustration)

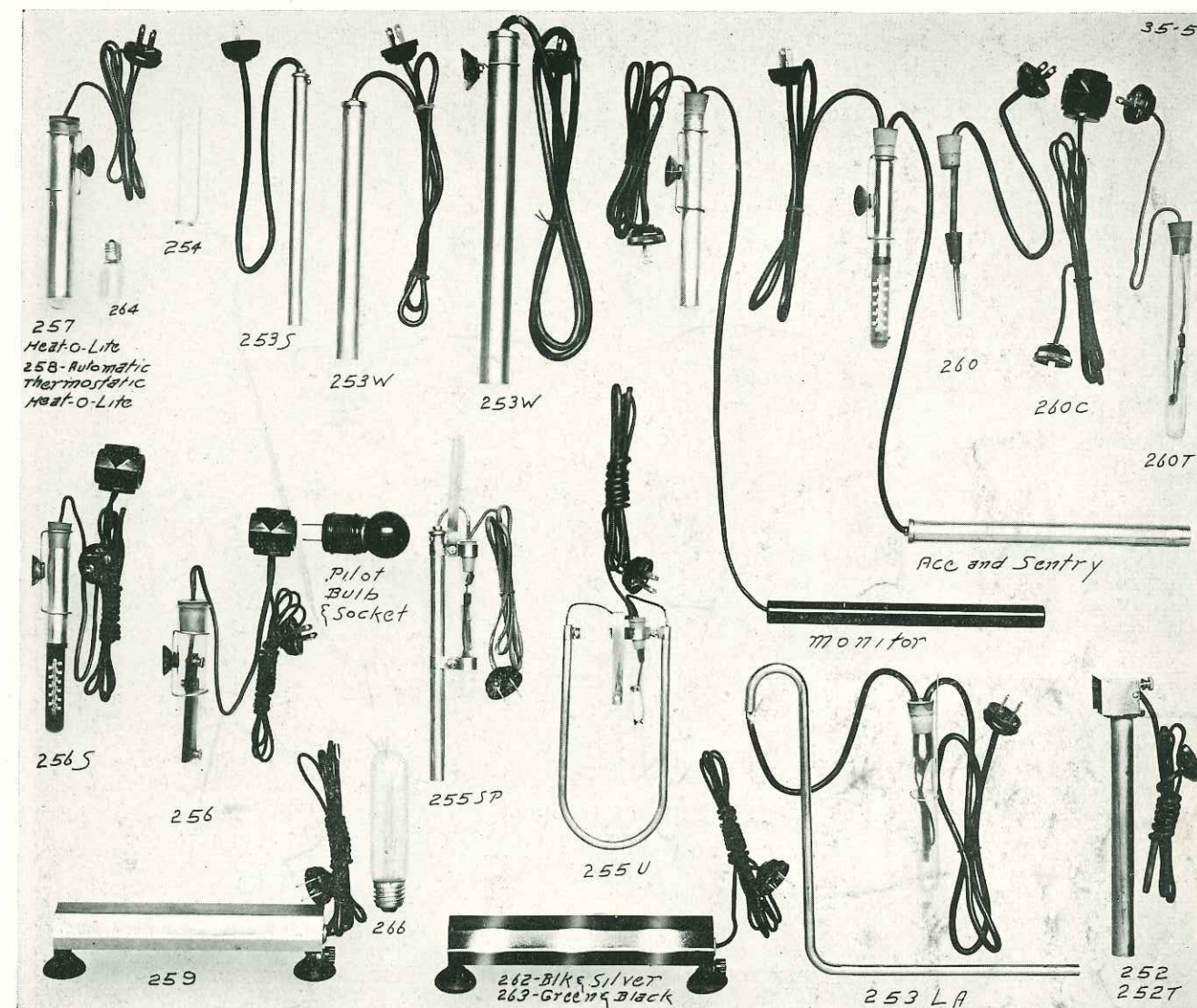
## Dip Tubes

- 517SP 12" Small Bulb Dip Tube, No Inside, U. S.  
517AB 12" Small Bulb Dip Tube, with Inside, U. S.  
518AB 14" Small Bulb Dip Tube, with Inside, U. S.  
519AB 16" Larger Bulb Dip Tube, with Inside, U. S.  
520AB 18" Larger Bulb Dip Tube, with Inside, U. S.  
517J 12" Imported Dip Tube, 1 Piece, Large Bulb  
518N 14" U. S. Special Dip Tube, Excellent Quality  
519N 16" U. S. Special Dip Tube, Excellent Quality

### Other and Miscellaneous Supplies

- 523 Glass Syphons, Automatic  
525 Glass Holder for Feeding Rings  
538 Catch Pipe for Baby Fish  
539N Suction Holders for Thermometers or Feed Rings,  
Non Rusting Aluminum with Loop  
531N All Glass Breeding Traps  
532X Danio Breeding Trap, Tube Bottom, 14" Long  
533 Glass Breeding Trap, Tube Bottom, Best and Most  
Practical  
528 Small Black Triangular Filter, Celluloid  
530 Glass Turtle Bowl with Island  
596 Glass Marbles for Breeding Egg Layers, 100 Per Bag  
100X Discontinued—Use Syphon No. 100A Page 24

HEATERS—AUTOMATIC HEATERS—THERMOSTATS—REFLECTORS



### Plain Heaters, Chromium Plated

- No. 253S Pencil Type—25 or 40 Watts—8" Long  
253W Regular Waterproof (Submersible)  
25 or 40 Watts—8" Tubes  
75 Watt Size—9" Tubes  
253B Bulldog 100 Watt, Tube 1" Diameter, 11" Long  
253L L Shaped Heater, 10" High, 50 or 70 Watt  
257 Heat-O-Lite, 15 Watt Light Heater

### Automatic Adjustable Heaters, Chromium Plated

- ACE The Famous ACE WONDER HEATER, Deluxe  
Model, Adjustable To Any Temperature, 40 or  
75 Watt Sizes, With Built-in Thermometer
- MONITOR The ACE WONDER HEATER with Radio  
Filter, No Thermometer
- SENTRY The ACE WONDER HEATER with Indicating  
Pilot Light, No Thermometer
- 252 Screw Top Adjustable Heater, 40 or 75 Watt
- 253LA Adjustable Automatic L Shaped Heater, 70 Watt
- 255SP Pencil Double Automatic Heater, 40 Watt
- 255U U Shaped Adjustable Heater, 50 Watt
- POWER Power Ace Special, Adjustable, with 100 Watt  
Bulldog Heater
- 258 Adjustable Automatic Heat-O-Lite, 15 Watt

### Thermostat Controllers and Master Thermostats

- |      |   |
|------|---|
| 256S | 100 Watt Adjustable Thermostat with Three Way Plug Outlet |
| 256  | 300 Watt Adjustable Thermostat with Three Way Plug Outlet |
| 256P | Same as No. 256 But Complete with Pilot Bulb and Socket   |
| 252T | Screw Top 300 Watt Thermostat, Chrome Tube                |

### Reflectors and Bulbs, Miscellaneous

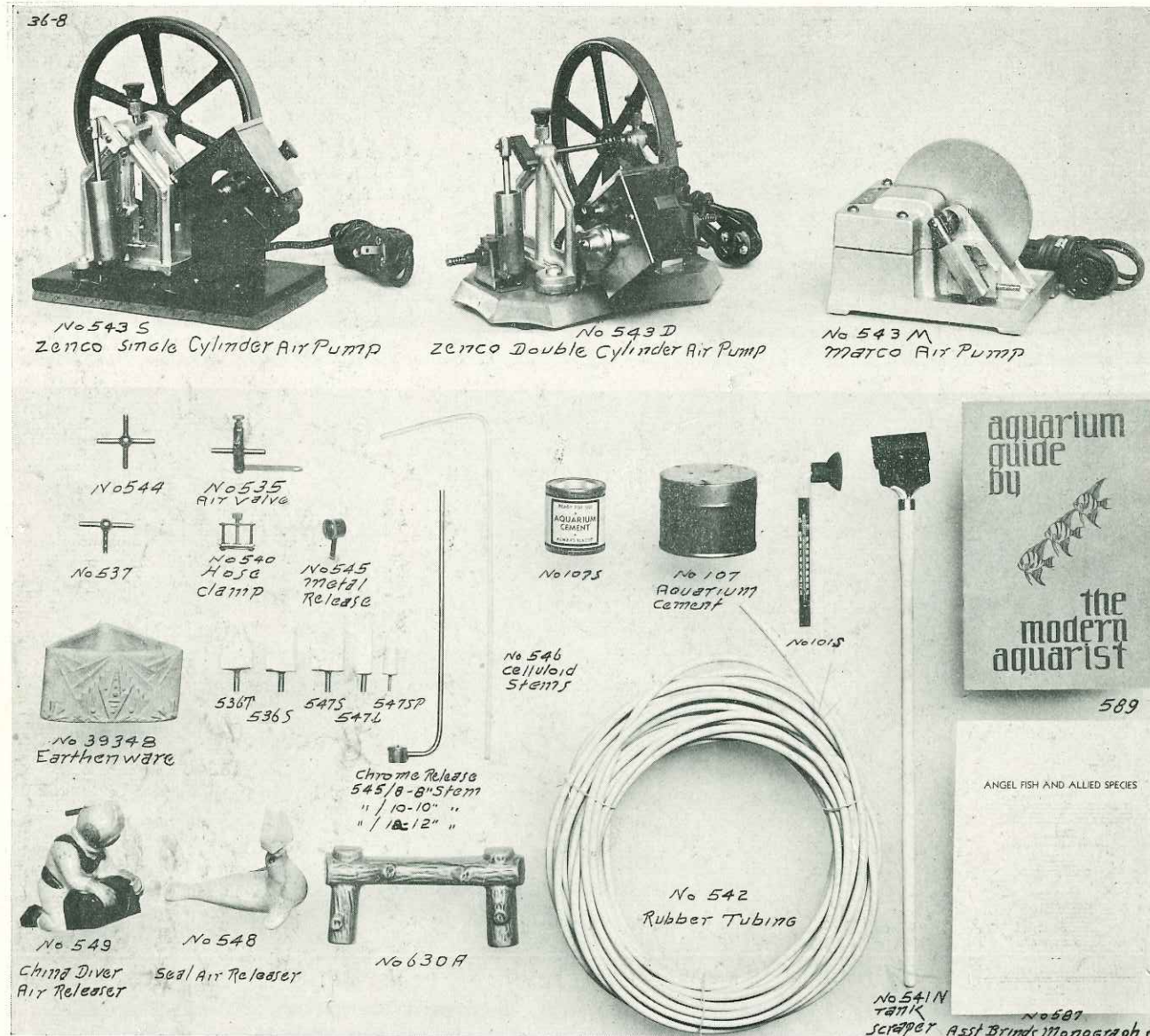
- 261 17" Chrome Reflector, with Switch
- 259 8" Chrome Reflector, with Switch
- 262 8" Black and Silver Reflector, with Switch
- 263 8" Green and Black Reflector, with Switch
- 266 Tubular Reflector Bulb, 25 or 50 Watts
- 264 Heat-O-Lite Bulbs, 15 Watts
- 265 Pilot Bulbs for Thermostats, Standard Base
- 268 Pilot Bulb and Socket for Thermostats
- 254 Wire Loop Holders for Heaters (Specify Heater Diameter)
- 269 Holders for Heaters and Thermostats, Double Wire Loop Suction Type (See Illust. Page 24)

## Special Electro Heater Sets

- |      |  |
|------|--|
| 260  | Electro Heater, Uses Water Element, Nominal 25 Watt Size     |
| 260T | Electro Thermostat for Above, Can Only Be Used with No. 260C |
| 260C | Cord Adapter, Must Be Used Between No. 260 and No. 260T      |



## AERIATING AND MISCELLANEOUS TROPICAL FISH SUPPLIES



## Aerating Equipment

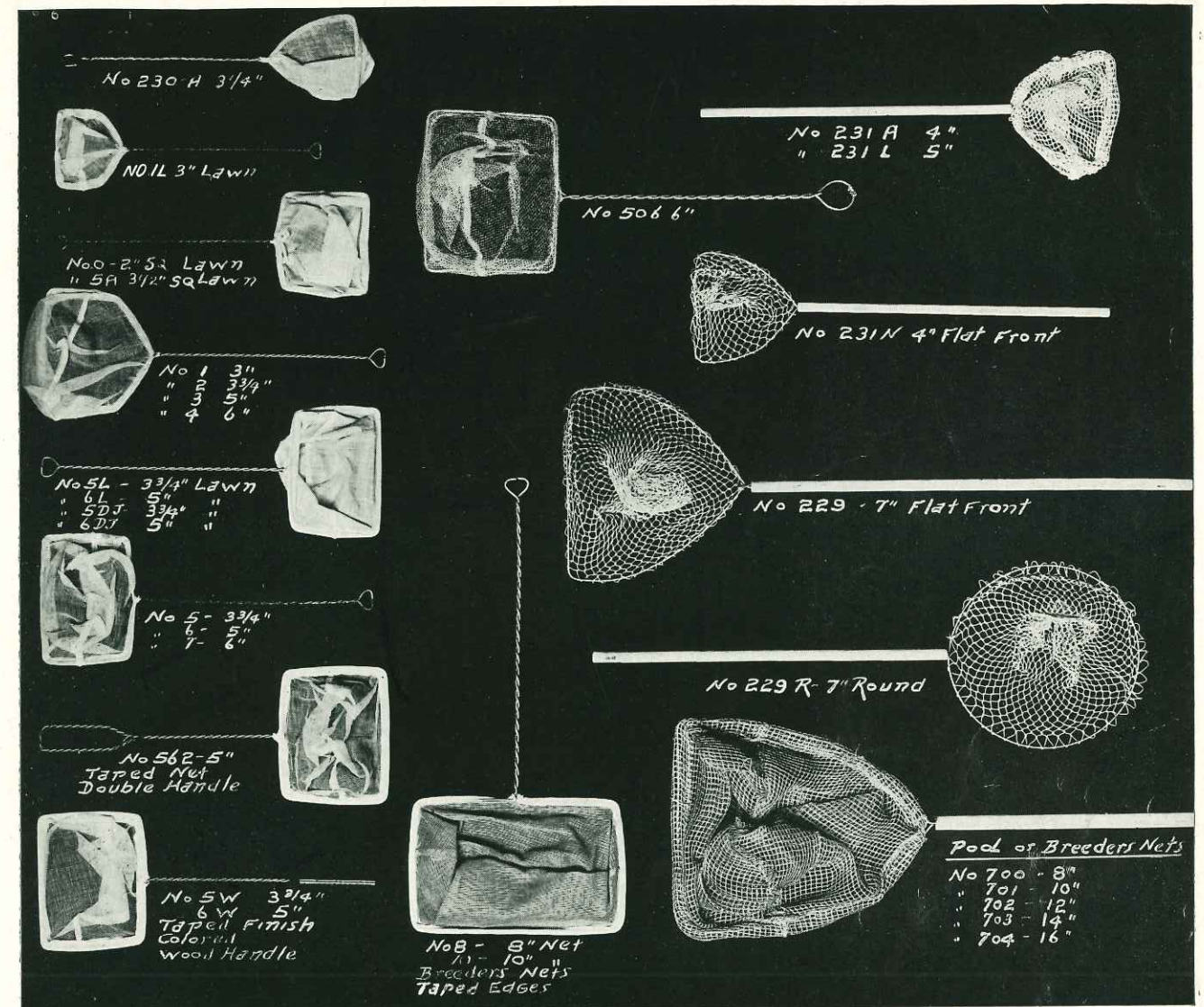
- No. 543S Zenco Single Cylinder Air Pump, Capacity 15  
Releasers
- No. 543D Zenco Double Cylinder Air Pump, Capacity 30  
Air Releasers
- No. 543M Marco Air Pump, Capacity 12 Air Releasers
- No. 542 Rubber Hose, Best Grade White Tubing
- No. 535 Air Valves, for Controlling Air Output of Aspirators
- No. 537 Metal Tees (Reinforced Center, Nickel Plated)
- No. 544 Metal Cross Connector, Reinforced Center, Nickel Plated
- No. 540 Adjusting Clamp, Highest Grade Clinical Type. Cannot Damage Tubing
- No. 545 Adjustable Metal Air Releasers, Short Stem, Nickel Plated
- No. 545/8 Adjustable Metal Air Releasers, 8" Stem, Chromium Plated
- No. 545/10 Adjustable Metal Air Releasers, 10" Stem, Chromium Plated
- No. 545/12 Adjustable Metal Air Releasers, 12" Stem, Chromium Plated

- No. 536T Discontinued. Use No. 536S
- No. 536S Large Square Air Stone with Stem
- No. 547S Small Square Air Stone with Stem
- No. 547L Discontinued. Use No. 547S
- No. 547SP Small Air Stone with Special Stem for Small Pumps
- No. 548 Seal Air Releaser
- No. 549 China Diver Air Releaser
- No. 546 Celluloid Stems. (Also See No. 546L Next Line)
- No. 546L Celluloid Tubing in 64" Lengths

## Miscellaneous Supplies

- No. 107B Aquarium Cement in 100 Lb. Drums
- No. 107 Aquarium Cement in Pound Cans — for Making or Repairing Aquariums
- No. 107S Aquarium Cement in ¼ lb. Cans
- No. 101S Suction Thermometers, Hold Anyplace, for Aquariums and All Purposes
- No. 587 Brinds Monographs, 13 Assorted Kinds
- No. 589 Aquarium Guide for Beginners
- No. 541N Aquarium Scrapers, Reversible Blade or Rubber Cleaner—None Better
- No. 630A Rectangular Green Food Guards, Glazed (Also See Page 24)
- No. 39348 Triangular Earthenware Plant Pot (See Page 24 For Other Plant Pots)

## NETS FOR TROPICAL FISH AND GOLDFISH



## UNEXCELLED AMERICAN MADE TROPICAL FISH NETS

## Triangular Nets, Wide Weave Gauze

- 1X 2 ¾" Special Net
- 1 3" Net
- 1S 3 ¾" Special Net
- 2 3 ¾" Net
- 3 5" Net
- 4 6" Net

## Rectangular Nets, Wide Weave Gauze

- 5 3 ¾ x 2 ½ Inch Net
- 5W 3 ¾ x 2 ½ Inch Taped Net, Wood Handle
- 6 5 x 3 ¾ Inch Net
- 6W 5 x 4 Inch Taped Net, Wire and Wood Handle
- 562 5 x 4 Inch Taped Net, Double Twisted Wire Loop Handle
- 7 6 x 4 Inch Net
- 8 8 x 6 Inch Taped Net
- 10 10 x 7 Inch Taped Net

## Fine Lawn Mesh Daphnia Nets

- 0 2 Inch Square Net
- 1L 3 ¾ Inch Triangular Net
- 5A 3 ¾ Inch Square Net

- 5L 3 ¾ x 2 ½ Inch Rectangular Net
- 6L 5 x 3 ¾ Inch Rectangular Net

## IMPORTED TROPICAL FISH NETS

- 230A 3 ¾ Inch Triangular Net, Fine Mesh Gauze
- 5DJ 3 ¾ x 2 ½ Inch Rectangular Net, Fine Mesh Gauze
- 6DJ 5 x 3 ¾ Inch Rectangular Net, Fine Mesh Gauze
- 506 6 x 5 Inch Rectangular Net, Coarse Mesh

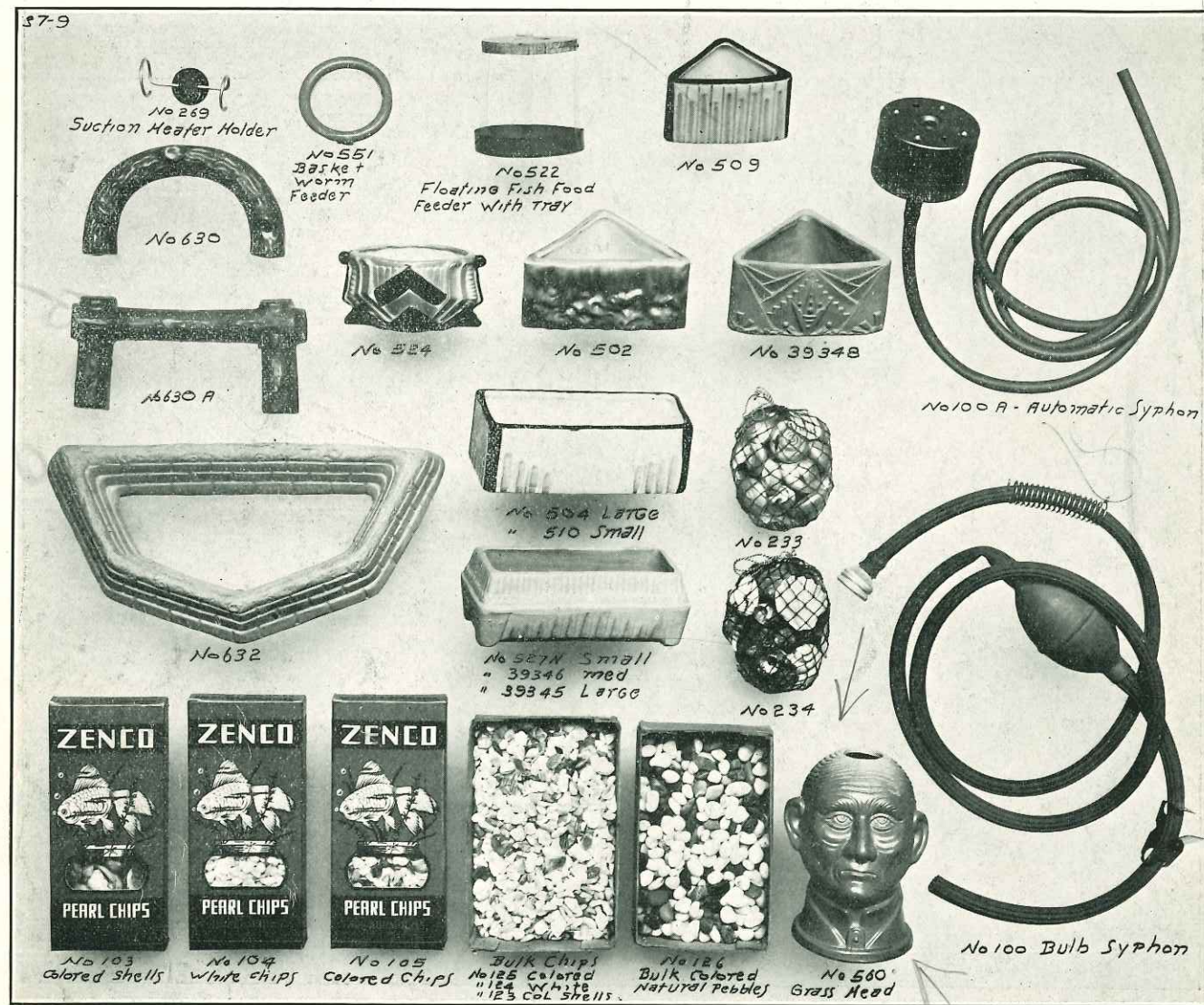
## GOLDFISH AND POOL NETS

- 231A 4 Inch Flat Front Net, U. S.
- 231N 4 Inch Flat Front Net, Imported
- 231L 5 Inch Flat Front Net, U. S.
- 229 7 Inch Flat Front Net, Imported, 17 Inch Handle
- 229R 7 Inch Round Net, Imported, 14 Inch Handle

## POOL NETS—MADE IN U. S. A.

- 700 8 Inch Flat Front Net, 36 Inch Handle
- 701 10 Inch Flat Front Net, 36 Inch Handle
- 702 12 Inch Flat Front Net, 36 Inch Handle
- 703 14 Inch Flat Front Net, 36 Inch Handle
- 704 16 Inch Flat Front Net, 36 Inch Handle



CHIPS AND SHELLS, PLANT POTS, FOOD GUARDS, WORM FEEDERS, MISC.  
FOR GOLDFISH AND TROPICAL FISH

## Plant Pots and Food Guards

- 630 Round Green Glazed Food Guard, Width 5 1/4", Depth 3", Height 1 1/4"
- 630A Rectangular Glazed Green Food Guard, Width 6 1/4", Depth 3", Height 1 1/4"
- 632 Natural Earthenware Food Guard, Width 10 1/2", Depth 5 1/4", Height 1 3/8"
- 524 Glazed Colored China Plant Pot, Oval, Length 3 3/4", Width 2 1/2", Height 2"
- 509 Glazed Colored China Plant Pot, Triangular, Length 3 1/4", Width 2 1/4", Height 2"
- 502 Glazed Colored China Plant Pot, Triangular, Length 4 1/2", Width 3 1/4", Height 2 1/4"
- 39348 Natural Earthenware Plant Pot, Triangular, Length 4", Width 3", Height 2 1/4"
- 510 Glazed Colored China Plant Pot, Rectangular, Length 4", Width 2", Height 2"
- 527N Natural Earthenware Plant Pot, Rectangular, Length 4 1/4", Width 2 1/4", Height 2"
- 504 Glazed Colored China Plant Pot, Rectangular, Length 5 1/2", Width 2 1/4", Height 2 1/4"
- 39346 Natural Earthenware Plant Pot, Rectangular, Length 5 5/8", Width 2 3/4", Height 2 1/8"
- 39345 Natural Earthenware Plant Pot, Rectangular, Length 8 1/2", Width 3", Height 2 3/8"

## Shells and Chips in Packages

- 103 Whole Pearl Shells, Assorted Colors, Waterproof, in Large Attractive Window Box
- 104 White Pearl Chips, in Large Attractive Window Box
- 105 Colored Pearl Chips, Waterproof, in Large Attractive Window Box
- 233 Pearl Shells in Bags, Natural Sea Shells
- 234 Assorted Shells in Bags, Natural Sea Shells

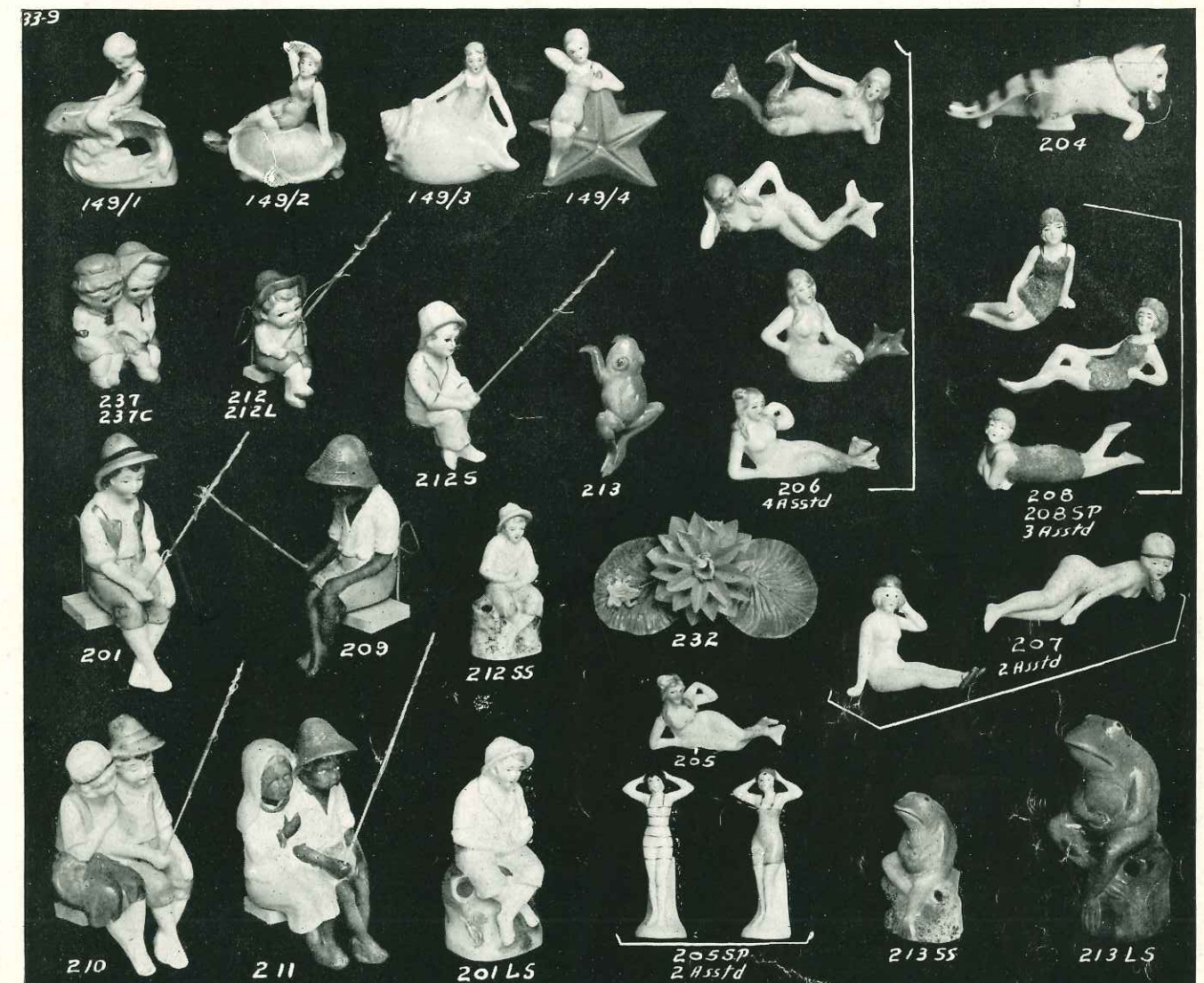
## Bulk Shells, Chips and Pebbles

- 123 Assorted Colored Whole Shells in 100 lb. Bags, Waterproof Colors
- 124 White Pearl Chips in 100 lb. Bags
- 125 Assorted Colored Chips in 100 lb. Bags, Waterproof Colors
- 126 Assorted Polished Pebbles, Natural Colors

## Miscellaneous Supplies

- 269 Double Loop Suction Heater Holder with Non-Rusting Aluminum Wire
- 551 Basket Type Celluloid Worm Feeder. Unexcelled Cork and Celluloid Fish Food Feeder. Tray Catches and Holds Uneaten Foods Which Can Then Be Easily Removed
- 522 Self Starting Syphon, Metal Body, Rubber Hose
- 100A Rubber Bulb Syphons, Automatic Starting
- 100 Rubber Bulb Syphons, Automatic Starting
- 560 Grass Growing Head

## FISHER BOYS AND FIGURES, MERMAIDS



## Fishers

- No.
- 212 Small Single White Fisher Boy with Seat and Pole, Height 2 3/4"
- 212L See No. 21470 below.
- 212S Discontinued. Use No. 21470
- 21470 Medium Single White Fisher Boy with Seat and Pole, Height 4 1/4"
- 237 Small White Double Fisher, Complete with Seat and Pole, Height 3"
- 201 Large White Single Fisher Boy with Seat and Pole, Height 5 1/2". (See No. 21470 for next smaller size)
- 209 Same as No. 201 Except Colored (Negro) Figure.
- 210 Large White Double Fisher Boy and Girl, with Seat and Pole, Height 5 1/2"
- 211 Discontinued. Use No. 210

## Mermaids and Miscellaneous Figures

- 205 Small Mermaid, About 3 1/2" Long
- 206 Four Assorted Glazed Mermaids, About 4 1/4" Long
- 207 Two Assorted Nude Maids, About 4 1/4" Long
- 208 Assorted Bathing Girls, About 4" Long
- 208SP Use No. 208
- 149/1-4 Mermaids On Sea Figures, Four Assorted, About 3 3/4" High
- 204 Large Size Cat with Fish in Mouth, About 5" Long
- 213 Hanging Green Frog, About 3 1/2"
- 232 Floating Celluloid Water Flowers.

NUMBERS NOT LISTED HAVE BEEN DISCONTINUED



## AQUARIUM ORNAMENTS AND FIGURES



No.		80136	Medium Castle, Colored, Unglazed, About 4¼"
2963	Six Assorted Glazed China Fish	80137	Same as No. 80136, Except Glazed
202/3	Small Glazed Castle, Two Assorted; About 3¼"	20647	Red Coral Ornament, Glazed China, Two Assorted, About 4"
4521/2	Small Glazed Castle, Two Assorted; About 3¾"	247	Glazed China Seal, About 3" High, 5" Long
896N	Small Glazed Castle, Two Assorted; About 3½"	5051	Small Red Glazed Diver, About 3"
248	Small Glazed Castle, Three Assorted; About 3¾"	2265	China Diver, Very Attractive, About 4¾"
249	Small Glazed Castle, Two Assorted; About 3¾"	215	Diver and Anchor, Glazed China, About 4¾"
250	Glazed Castle, Three Assorted; About 4"	5050S	Sunken Atlantis, Set of 8 Pieces
35390	Glazed Castle, About 4½"	5050	Sunken Atlantis, Larger Set, 8 Pieces

## LARGER AQUARIUM ORNAMENTS



No.		2266	Two Assorted Ships, Not Glazed About 4¼"
216	Large Diver with Treasure Chest, Glazed, About 5". May Be Fitted with Air Releaser (See Page 22)	4383	Two Assorted Glazed Castles, About 4½"
218	Four Assorted Castles, About 4¾", Packed Two Dozen. Not Glazed.	4532	Glazed China Castle, About 4¾"
219	Four Specially Assorted Glazed Castles, About 4¾"	4533	Two Assorted Glazed Castles, About 4½"
219LA	Two Large Assorted Castles, Not Glazed; About 5"	7595	Earthenware Castles, Two Assorted About 5¼"
235	Two Assorted Glazed Castles, About 4½"	8090	Glazed China Lighthouse Castle, About 6", May Be Fitted with Aquarium Thermometer. (Also See Page 20 Item 80903)



GOLDFISH FOOD AND SUPPLIES—AQUARIUM ORNAMENTS—TURTLE FOOD



Foods and Supplies

- |      |   |      |  |
|------|---|------|--|
| 113  | Natural Fish Food in Large Boxes, Sifter Top                            | 554  | Zenco Fungus Remedy and Fish Tonic, Cures Sick Fish, Keeps All Fish Healthy, Known the World Over as the World's Best. |
| 552  | Zenco Dried Daphnae, Best Imported Quality, Attractive Tins             | 554S | Same as No. 554 Except Smaller Package   |
| 556  | Zenco Shrimp in Attractive Tins; A Natural Food For All Fish            | 554L | Zenco Fungus Remedy, 7 lb. Bags for Breeders and Dealers   |
| 557  | Zenco Turtle Food in Attractive Tins; Undoubtedly the Best Mixture Sold |      |  |
| 115  | Ant Eggs, Best Quality, in Attractive Tins                              |      |  |
| 107S | Aquarium Cement, ¼ lb. cans, for Making or Repairing Aquariums          |      |  |
| 107  | Aquarium Cement, 1 lb. cans, for Making or Repairing Aquariums          |      |  |

New Attractive Aquarium Ornaments, All Glazed Finish

- |      |   |
|------|---|
| 217G | Red Coral Ornaments with Figures, 6 Assorted, About 3" High |
| 270  | Three Assorted Ornaments, About 3½" High                    |
| 271  | Three Assorted Ornaments, About 3" High                     |
| 280  | Three Assorted Ornaments, About 4½" High                    |
| 281  | Three Assorted Ornaments, About 4¼" High                    |
| 4536 | Two Assorted Ornaments, About 4½" High                      |

NEW  
ITEMS OF SPECIAL INTEREST  
Guaranteed Quality—Profitable

DOG REMEDIES . . . . .	Page 6
CUSTOMS TAILORED DOG SWEATERS . . . . .	" 17
ZENCO DOG SOAP . . . . .	" 6
CHRISTMAS STOCKINGS FOR DOGS . . . . .	" 18
FLEA POWDER . . . . .	" 6
ACE "WONDER" AQUARIUM HEATER . . . . .	" 21



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